



COMPANY OVERVIEW

The patent-pending Conexiom solution was created by emarket, a cloud solutions developer. Conexiom revolutionizes critical sales and accounting business by automating manual entry with 100% accuracy. Conexiom effortlessly converts emailed and

printed customer purchase orders and supplier invoices into automated sales orders and invoices, enabling companies to focus on driving growth. Conexiom helps organizations across the globe maintain a competitive edge.

CHALLENGE

While experiencing strong company growth, Conexiom was looking to maximize their upward momentum by increasing brand and product exposure. Though delivering a ground-breaking invoice and sales order automation solution, Conexiom suffered from “Best Kept Secret” syndrome, with limited brand awareness among target audiences. As a technology company focusing on manufacturers and distributors, in the wholesale, electrical and HVACR industries. Conexiom was aiming to catch the eye of key decision makers in this market, while positioning themselves as industry thought leaders.

With Conexiom’s goals in mind, Team Magnolia designed a highly targeted PR program, including media and analyst relations, to drive sustained brand awareness and lead generation for the company.

STRATEGY

- 1. Public Relations Program** – Work within emarket’s existing marketing goals to develop a PR program that optimizes brand and product awareness.
- 2. Media Relations** – Utilize Magnolia’s network of media contacts to secure bylines, blog contributions, company features and interviews, positioning Conexiom as a thought leader in its industry.
- 3. Analyst Relations** – Develop ongoing relationships with target analysts to drive visibility and targeted research.

TESTIMONIAL

“ Magnolia has worked seamlessly as an extension of our marketing team. Through their dedicated PR efforts, our product and corporate brand have been significantly enhanced. Targeting our key markets with sustained outreach, we have seen a direct impact between our media presence and our sales efforts. In fact, on more than one occasion, a byline secured and written by Magnolia has delivered leads directly to our door. ”

— **Earl van As**, VP of Marketing & Product Management, Conexiom

RESULTS SAMPLES OF WORK

Acting as an extension to Conexiom's marketing communications team, Magnolia has secured lasting relationships with target vertical media and analysts to drive Conexiom's visibility with their target audiences.

Thought leadership positioning and sustained media relations in target markets



Media introductions and interviews at key industry tradeshows



Consistent monthly vertical media coverage



High profile brand and product awareness within target markets



Enhanced lead generation via media exposure



KEY METRICS



3 vertical media hits
secured per month on
average



Over **40** unique
publications reached



Reached an audience
of over
8.5 million



Media Ad Value
of more than
\$450,000