

THE RED CHECKER

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Amy Campbell
Director of All That Happens!
The Red Checker

Company Profile

The Red Checker is a marketing agency that provides innovative solutions for companies that are in growth mode and need productivity tools, effective marketing strategies, and assistance with acquiring and keeping their most strategic prospects and clients. The Red Checker helps companies develop, and then implement, marketing and business process strategies that will achieve the greatest results.

The Red Checker also provides strategy and support to its industrial clients that exhibit at IHS GlobalSpec Online Events.

Marketing Goals & Strategy

Generate new contacts and inquiries. “The top priority for our clients at online events is to build awareness with prospects. That way our clients can start to engage with them during and after the event, and begin the process that may lead to new business,” says Amy Campbell, Director of All That Happens! at the The Red Checker.

Maintain client authenticity and genuineness. “We also want our clients at online events to be welcoming and approachable and communicate their personality,” Campbell says.

The IHS GlobalSpec Solution

Creating high touch in a high-tech environment. “We make sure that everyone who enters a client’s booth gets ‘touched,’” Campbell says. “We do two things immediately. First, we have a dedicated booth greeter who gives the visitor a v-card, which is like a business card and shows how to contact the client company for more information. Second, we immediately send the visitor a warm and friendly email that welcomes them to the booth and tells them how the booth works.”

She says, “One of the big advantages of IHS GlobalSpec Online Events is that you have an immediate digital record of what visitors are interested in. That has great potential because when you do follow-up communications you already know how to focus on their needs.”

Leveraging the power of speakers. “Speaking at a IHS GlobalSpec online event is very valuable,” Campbell says. “You get a forum – an audience – where you can put forward your client’s thought leadership, and that helps to gain awareness in various market segments. Further, you can repurpose the materials used by the speaker in content marketing efforts and for customer information and education.”

She adds, “I was very impressed with IHS GlobalSpec Online Events. They are a very good fit with my clients’ marketing mix, and I would recommend to anyone.” long sales cycle – based on the numbers and the contacts, a IHS GlobalSpec event is an efficient way to be out in front of the world. You don’t have to be really smart to figure out that this is a good deal. We’ve already signed up for the next one.”