



CASE STUDY WRITING THE BOOK ON LEAD GENERATION

INDUSTRY

Hospitality software and technology

CHALLENGE

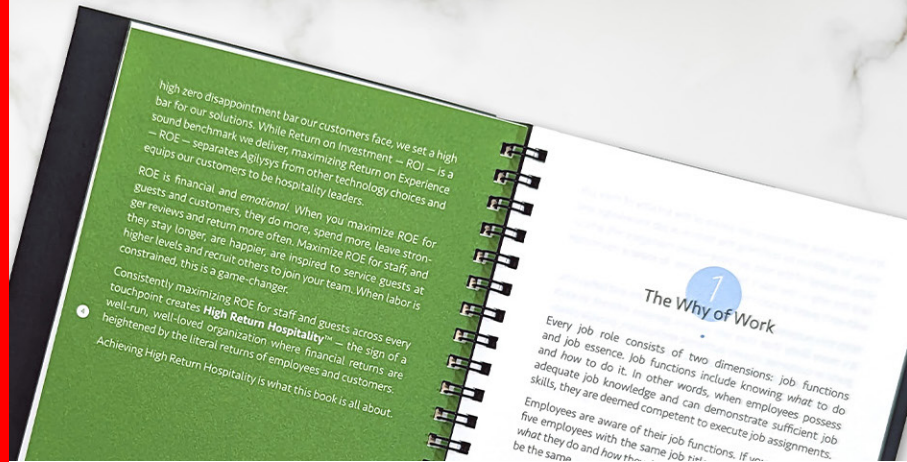
Generate buyer demand and customer engagement to position Agilysys as the provider of high return hospitality

SOLUTION

Serve up insightful content in a surprising, engaging format that educates and entertains readers.

EXPERTISE

Content marketing | Digital marketing



The post-pandemic resurgence of travel has been a mixed blessing for hotel operators. Sure, business is booming. But staffing shortages and economic uncertainty are creating new challenges. And there's a consensus that guests are increasingly demanding.

Leading operators recognize that true hospitality goes beyond customer service. The goal is to deliver hyper-personalized experiences – ones that encourage customers to do more, spend more, leave more positive reviews, and return more often. Which is easier said than done.

With a suite of software and services designed specifically for hospitality, Agilysys helps operators around the globe apply technology to optimize and enhance experiences for both staff and guests. To reinforce its position as the premier provider, the company tasked Arketi Group to devise a content marketing strategy that would engage audiences, capture qualified leads, and convert blue-chip prospects into customers.

MEASURING WHAT MATTERS



64%
increase in email
open rates



150%
increase in content
downloads



4,000
high-value prospects
engaged

CRAFTING THE CONTENT STRATEGY

We began with a deep dive into Agilysys's ideal customer profile to understand buyers' pain points and identifiers. Pairing those challenges with the company's value proposition and differentiators, we looked for themes and topics the company was uniquely qualified to address.

For any marketing campaign, the first hurdle is how to break through. Prospects are busy, attention spans are short, and everyone's inbox is already overflowing.

Our approach was different – offer content that educates and entertains, rather than a sales pitch. Then, deliver it in an unexpected, unusual format: a printed book.

We also partnered with Steve Curtin, author of the bestselling *Delight Your Customers* and a globally recognized expert on customer service leadership, to elevate and add authority to our content.

DEFINING HOSPITALITY EXCELLENCE

Together with Agilysys's marketing team and Curtin, we brainstormed 21 tenets for hospitality professionals, derived from Curtin's research and tied to Agilysys's solutions. These served as the foundation for our content.

We also incorporated seven short segments specific to Agilysys's technology and their benefits. While the 21 tenets were written as technology-agnostic advice and thought leadership, these solution-focused snippets were tied directly to a product.

The result was a lively mix of thought leadership on what it means to deliver high return hospitality, plus actionable tips and advice, interspersed with understated promotion of Agilysys's solutions and benefits. Each topic was written as a two-page section that could be digested in a few minutes, and each was accompanied by *New Yorker*-style cartoons poking fun at hospitality industry quirks.

THE BOOK... AND BEYOND

Branded the *Agilysys Little Black Book of High Return Hospitality*, our small hardcover was designed to fit in the hand and travel easily. It became a central part of the hospitality innovator's annual user conference, where more than 400 copies were distributed to operators and hospitality professionals.

The novelty of our approach was well-received, with many attendees sharing pictures of their copy on social media.

Arketi's "Rule of 7" holds that any effective piece of B2B content can be converted into at least seven assets – it's just a question of thinking big enough!

For example, *The Little Black Book*, was initially a standalone print piece. After production, however, it became the cornerstone of two broader, international digital marketing campaigns as it was reformatted, paired with email copy, and incorporated onto landing pages.

Together, the campaigns reached well over 4,000 high-value prospects and garnered impressive results. Open rates for the promotions were 64% above average rates for previous campaigns, content downloads were 2.5 times other offerings, and first-touch meetings set with market development managers doubled.

“ Working with Arketi is like a meeting of creative minds. We all have great ideas and can sharpen them to produce powerful outputs like our *Little Black Book*. The power of working together with Arketi Group is formidable.

Terrie O'Hanlon
Chief Marketing Officer

TURNING MARKETING INTO MASTERY

To our delight, one of Agilysys's marquee customers even requested additional copies of the book and permission to distribute them to frontline staff to train them on the principles of high return hospitality.

Buyers may be open to your message, but too often content drowns in a sea of sameness. A well-executed, creative, and out-of-the-box piece of content can position your company as a thought leader in a field of me-toos. That's why Agilysys continues to win new business and engage buyers as it shares its thought leadership through this high-interest multichannel campaign.