



## CASE STUDY

# WEBINARS THAT GENERATE REVENUE? IT CAN BE DONE

### INDUSTRY

Enterprise data and information management solutions

### CHALLENGE

Generate buyer demand and customer engagement utilizing Iron Mountain's expertise and thought leadership

### SOLUTION

Create, promote and host an educational webcast series to capture leads and fill the sales pipeline

### EXPERTISE

Digital marketing | Public relations  
Content marketing | Website

## PREPARING FOR OFFICE RE-ENTRY: WHAT TO EXPECT



### Preparing for Office Re-Entry: What to Expect

September 24 | 2:00 PM ET (11:00 AM PT)

What are your expectations when you re-enter your office?

Do you continue to wonder when this will occur – based in part on your employer, the industry, and what services you provide – we're all curious about.

What does your modified workplace will look like?

When will we return?

What will be expected of us?

Michelle Baughman, the Senior Director of Enterprise Records Management at CIBC, and Iron Mountain's global real estate leaders for a discussion on the state of the COVID-19 impacted office.

This webinar is part of the Education Series. Registering for this webinar gives you access to recordings from past Education Series sessions located here.

#### Register for the Webinar

First Name\*

Last Name\*

Job Title\*

Email Address\*

Business Phone\*

Company\*

Zip or Postal Code\*

Country\*

United States

Do we have your consent to email you?\*

Please Select...

Submit

By submitting this form, I agree that Iron Mountain may contact me.

Some documents need to be stored and preserved. Others need to be destroyed outright. One thing is certain though, no matter the industry, handling sensitive information requires a commitment to information management.

For more than seven decades, Iron Mountain has been doing just that. In fact, you've probably seen an Iron Mountain truck shuttling sensitive documents for storage or destruction.

But in a digital world, information management has a new meaning. Not all documents are printed, much less capable of traveling by truck or being shredded. Cloud computing and the internet have changed this permanently. However, information security and management remain just as important as ever.

## MEASURING WHAT MATTERS



**\$605M+**  
sales pipeline



**20,000+**  
total attendees



**50%**  
attendance rate

## THE ORIGIN STORY

Iron Mountain saw an opportunity to educate and lead its customers through the digital transformation of information management. It approached Arketi Group with a big idea: create, promote and host an educational webcast series to demonstrate its information management thought leadership, plus create an opportunity for customer engagement and demand generation.

But there wasn't much time. With roughly six weeks to drive registrations before the launch date, Arketi hit the ground running with a four-pronged promotional strategy – email, landing pages, organic and paid social and a year-long media buy with the industry-leading publication of the Association of Records Managers & Administrators (ARMA).

The first webcast series secured more than 1,500 registrants across four webinars and generated a sales pipeline greater than \$1.5 million. Plus, attendees stayed on the webcasts for an average of 45 minutes, which confirmed their interest and quality of the education

## EXPANDING TO NEW HEIGHTS

The inaugural series was such a success that Iron Mountain signed up for a second. And a third. In fact, over the next five years, this annual webinar series became an industry staple with a dedicated following.

Each series follows a formula with four to five webcasts a year. This way, Iron Mountain can dig deep into emerging topics and have some room for flexibility as new trends arise. The company now has a robust archive of thought leadership, and ARMA has now gone so far as to certify Iron Mountain's webinars for Continuing Education Credits.

Building on the success of our program, Iron Mountain and Arketi expanded our promotional campaigns to increase our reach and attendee engagement:

**eBooks** Each annual edition recaps the most-recent series and promotes next year's to existing and new audiences.

**Post-event content** Webinars are now followed by a post-event newsletter – Connections – to promote learning materials, on-demand replays and upcoming events.

**Social media** Social reach on LinkedIn, Facebook, Instagram and Twitter was expanded to American and Canadian markets, leveraging both organic and paid posts.

In addition, we built upon our success with ARMA by adding takeover display ads, year-round website advertisements and bi-monthly eBlasts to our campaign.



Arketi helped us take an idea and build it into something much more than a webinar series alone. Iron Mountain's educational program is a fixture on the calendar of our industry - one professionals know they can trust to provide timely, thoughtful information that supports their daily work. It is a mainstay of our company's lead generation and marketing program.

**JOHN HANSEN**

Director of Marketing Demand Generation  
Iron Mountain

## ONWARD AND UPWARD

This program shifted public perception within the industry. Iron Mountain is no longer viewed solely as a "shredding service provider," but as a trusted partner pushing the industry forward with its innovative information management practices and thought leadership.

During the global pandemic, the rapid shift to remote work brought about significant new challenges for information management professionals, and Iron Mountain's webcast series offered guidance throughout. This also allowed us to explore new webinar formats, guest hosts, featured speakers and new virtual tools designed to engage participants.

Today, the series regularly secures thousands of registrants, an equal number of content downloads and an attendance rate greater than 50%.

## THOSE RESULTS IN DOLLARS?

In 2023 alone, the program generated a sales pipeline of more than \$605 million, \$103 million in bookings and accounted for a significant portion of Iron Mountain's North American yearly revenue target. We can say with confidence this marketing program pays off, generating revenue and accelerating growth.