



FLOW

CASE STUDY

INTELSAT DRIVES INTEREST AND MARKET LEADERSHIP WITH KEY END USERS



Campaign Goals

In early 2023, Intelsat’s Mobility group altered their marketing strategy to reach directly to the end-users of their products. Instead of relying on their partner network exclusively, Intelsat wanted a direct connection to the agriculture, mining, commercial fishing, and heavy equipment operators who rely on satellite connectivity to power their mobile equipment.

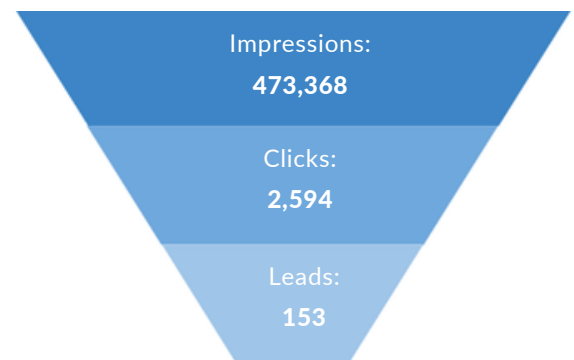
Strategy

Intelsat needed a full funnel approach that increased awareness of among end-users, educated them on the latest technologies to connect their fleets, and ultimately captured their business. Additionally, because each industry is unique, they needed flexibility to go after these niche audiences with direct messaging.

We centered the campaign around a single collection experience where articles, videos, brochures, eBooks, and more could live, and where readers could choose their own path through the content. Together with Intelsat, we created new content experiences through webinars and well-researched articles from our editorial team that positioned Intelsat as a thought leader.

Targeted messaging including email, social, and programmatic channels helped bring readers to the content collection and the individual assets powering the campaign. We met with the Intelsat team to regularly optimize messaging and tactics and to brainstorm new assets that could engage the audience.

Results



Samples

[Content Collection](#)