Case Analysis: Integrated Marketing Campaign

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CMCL-C315

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February 10, 2022

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Campaign Goal

Corsair is a very prominent name when it comes to gaming. Corsair produces a plethora of gaming technology: personal computers (PCs), keyboards, mouses, headsets, etc. The esports world is exploding, so it's vital that Corsair sets themselves apart from the rest of the competition. The popularity of PCs is taking off, as "close to 62 million PCs were shipped in 2020, with over 19 million units shipped in the last quarter of the year alone" (Alsop, 2021). Gaming gets quite competitive, but so is the crowded scene of PCs and PC accessories.

Marketing Channels and Goals

It is important to target the right target audience to ensure that Corsair succeeds in the crowded market. Corsair will use different marketing channels to achieve the goal of driving in sales: digital marketing (through the website and SEO optimization), social media (Twitch, YouTube, TikTok, Twitter, and Instagram), email marketing (to those who have already bought from Corsair and those intending to buy), and sales promotions (offering bundle deals). It is important to target gamers, so Twitch and YouTube are specifically going to be vital. For social media, a goal for impressions would be 10,000 impressions combined daily with at least 3,000 interactions. For email marketing, we would like to get at least 2,000 clicks from emails on weekly email campaigns. Sales promotions should boost sales by 15%, and digital marketing should increase traffic on the website by 25%.

It will be crucial to include the help of streamers, professional gamers, and content creators to drive more conversation regarding Corsair products. These three categories of people within esports and gaming are crucial, as using the products and name-dropping Corsair to their

audiences. This can help hit our goals for our marketing channels and our sales. It is important to consider that the pandemic has helped grow the PC industry, but it drastically affected the availability of parts; the PC being shipped out has "declined by 7% year on year to 16.8 million units" (Quicke, 2021). While striving to be the best, it's important to keep in mind that our goals should not be set too highly due to a lack of resources.

Buyer Personas by Channel

- Digital marketing: SEO optimization and website improvements will be geared towards all interested in Corsair and involved in gaming.
- Social media: We will be focusing on using content creators, gamers, and streamers and featuring ads on their Twitch and YouTube channels during their ad breaks. For TikTok, Twitter, and Instagram, we will target those who follow popular gamers or streamers through targeted ads to make them curious about Corsairs and their products.
- Email marketing: Our emails will be sent out to anyone who have bought from Corsair before or have signed up for our emailing list. We will push out new products and deals to drive clicks to the website.
- Sales promotions: These will also target a general population of gamers, as sales will catch their eyes. By featuring LED keyboards and mouses on sale, the bright lights and lowered prices can help improve sales.

Channel Managers

The Head of Marketing at Corsair will oversee the entire integrated marketing campaign as the acting campaign manager. Then we will take members of our marketing teams and social media management dictate an assistant manager for each marketing channel of the campaign.

Marketing Assets and Messaging

We will be using snippets of the video previews we have for each product and creating a 15-second montage highlighting our best and most enticing products. These will be placed into YouTube videos and Twitch steams within gaming-related channels. We will also post this video and similar, more detailed snippet of specific products on our social media channels and sponsor this content to get more impressions and interactions.

Plan for Collecting Leads

Many leads will come from the email marketing, as we already have a database of emails for those signed up for Corsair news and updates. Other leads will come from clicks on advertisements from social media or SEO optimization from the website. Sales promotions will also help garner leads. We will watch website analytics and visits to aim for targeted advertising based on site visitors.

Launch and Measure Plan

We will be launching our plan at the start of second quarter on April 1st. This will help us measure our growth and how the campaign is doing over the length of the yearly second quarter. Our Head of Marketing will oversee measuring the data for the website, as these campaign managers "usually work closely with sales, sales ops, and external agencies to execute marketing campaigns and measure and report on their effectiveness" (Hansen, 2017). We will utilize Hootsuite for our social media analytics Google Analytics for our website traffic.

References

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