

## CASE STUDY

**Client:** Fonteva**Industry:** Membership and Events Management

## The Big Story

Fonteva needed to find a way to generate new leads in a mature, saturated space while also building its marketing machine from the ground-up as part of its expansion into a brand new space.

## Benefits



### Delivered

230+ MQLs in under  
4 weeks



### Produced

\$450,000 of pipeline



### Established

a robust and repeatable  
engagement strategy



### Integrated

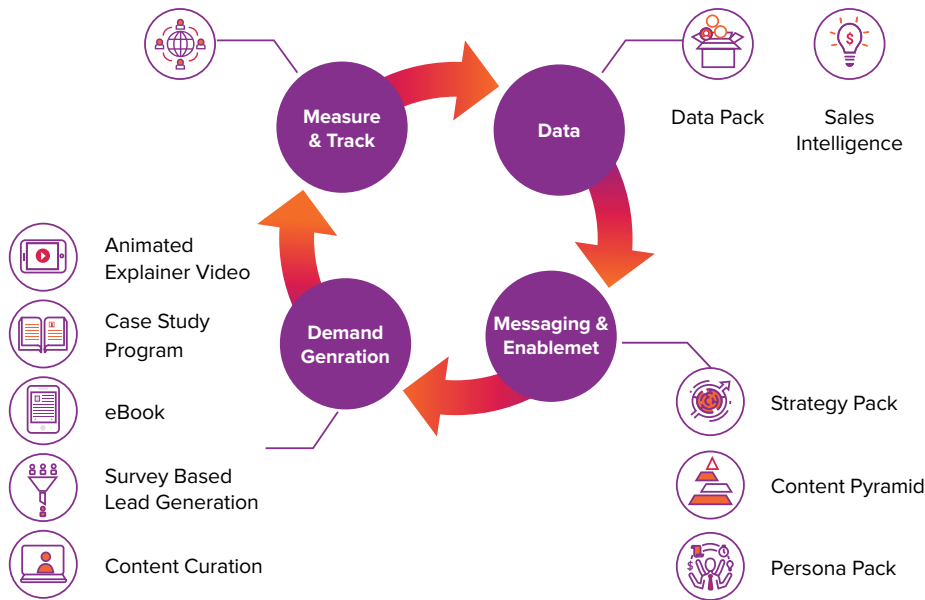
with and added value to  
existing MarTech stack



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— **Jacob Fabbri**, Senior Vice President of Marketing, Fonteva

# The Solution



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# The Client

[Fonteva](#), an Arlington, Virginia-based technology company, is an industry leader in events and membership management software, building Salesforce-native platforms that allow brands and trade associations to deliver more valuable experiences to their members while automatically integrating all relevant member data directly into Salesforce for superior ease of management.

# The Challenge

Fonteva gives associations the power to offer more value to their membership, and helps brands better track and manage their event leads and operations.

As the leading solution in the association space, Fonteva needed a fresh approach to continue to drive growth, generate leads, and move them down the funnel.

On the events side, Fonteva was a relatively new player, and despite its compelling solution, faced serious challenges around breaking into the space. Fonteva needed to build both brand

awareness and real, tangible pipeline on an aggressive timeline, but lacked the internal bandwidth to effectively drive both its association and events demand generation at the same time.

Looking for both new leads in a mature space and broader marketing support in a new space, Fonteva called in Campaign Stars.

## The Solution

Campaign Stars took the time to fully understand Fonteva's unique voice, industry perspectives, value propositions, and goals for the coming year in both associations and events. Then, Campaign Stars hit the ground running.

To pump high-octane marketing fuel into Fonteva's newly-launched events vertical, Campaign Stars executed our Strategy Pack and Persona Pack. These targeting and campaign-planning booster packs delivered highly accurate, ultragranular understandings of Fonteva's target buyer's responsibilities, pain points, relevant KPIs, and areas of need. Armed with this deep understanding, Fonteva was able to target these buyers and craft its go-to-market strategy for this new, untapped persona – without wasting time and resources on ineffective, irrelevant, or off-target campaigns.

“Campaign Stars really brought several innovative programs and technologies to the table,” says Jerry Huskins, Fonteva CEO. “They showed us how to rapidly acquire new customers and ensure we hit our aggressive growth targets.”

To drive customer engagement and awareness in the events space, Fonteva then plugged into Campaign Stars' turnkey, non-stop cascade of high-quality original content assets. From punchy blogs and emails, to polished infographics and webinars, to compelling eBooks and case studies, Fonteva got the high-performance content assets it needed to engage confidently and convincingly with its customers at every step of the buyer's journey.

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“Campaign Stars lets us plug into the specific areas that we need help with. That’s really the appeal of marketing-as-a-service,” Fabbri says. “It’s that flexibility, that freedom to shift and optimize wherever we need support each month that puts Campaign Stars truly above and beyond.”

On the association side, where Fonteva was already a trusted industry leader in need of fresh leads, Campaign Stars executed our Survey Based Lead Generation Play. Working closely with Fonteva, Campaign Stars designed a lead-qualifying survey that incentivized participation from VPs and C-Suite executives by offering early access to the new, proprietary industry data collected.

“We discovered that in our industry, data is power. Connecting with that target audience by offering them never-before-seen data was an enormously powerful incentive to participation,” explains Fabbri. **In fact, in just four weeks, in an already-saturated market, Campaign Stars’ Survey Play delivered more than 230 MQLs to Fonteva, accounting for 10 current opportunities worth over \$400,000 in pipeline.**

Today, Fonteva is enjoying ongoing success in both the associations and events space, and is growing steadily every quarter.

That’s marketing-as-a-service, delivered by Campaign Stars.

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