**THE BIG STORY**

Campaign Stars developed Twilio’s messaging and buyer personas while repurposing existing content assets to increase Twilio’s average deal size and dramatically boost ROI.

**BENEFITS**

- **Reduced** content production time by 40%.
- **Accelerated** go-to-market with Twilio’s new persona in <90 days.
- **Repurposed** Twilio’s existing content assets quickly and affordably.
- **Established** a robust and repeatable customer engagement strategy.
THE SOLUTION

Analytics Platforms
Let data tell the story of your top performing content, segmented by persona.

Asset Chunking and Repurpose
Revamp, repurpose, and recompile existing assets to quickly create fresh content.

Microsite Development
Development of a custom destination site that engages.

Digital Assets
eBooks, Infographics, and other content assets that command attention.

Contact Data Pack
Detailed data on your target accounts, org charts, and contacts.

Persona Pack
Laser-focused, granular understanding of key buyer personas.

Strategy Pack
Messaging refinement for multi-touch campaigns, made easy.

Content Pyramid
Strategy for generating new content faster with less cost.

"Campaign Stars quickly made our existing content more appealing, educational, and digestible to a brand new audience."

- MANAV KHURANA, VICE PRESIDENT OF PRODUCT MARKETING, TWILIO

THE CLIENT

Twilio, a San Francisco-based technology and communications company, is the world's leader in cloud-based communications as a service, creating the software and APIs that enable the telephony and messaging behind many of the most popular applications in the world.
THE CHALLENGE

Twilio helps businesses and applications do more by connecting people in smarter ways. Twilio’s brand awareness with the Developer community is second to none, but as it moved into the Product Management suite, Twilio needed to quickly produce compelling assets to engage this audience to drive broader product adoption.

With a large catalog of robust content assets underperforming or simply gathering dust, and a strategic initiative to increase average deal size by upselling and cross-selling more products, Twilio badly needed to adjust its messaging and revamp its content.

Powering many of the world’s greatest apps but struggling to engage the right buyers, Twilio turned to Campaign Stars.

THE SOLUTION

Campaign Stars took the time to fully understand Twilio’s unique voice, industry perspective, value propositions, and goals for the coming year. Then, Campaign Stars hit the ground running.

First, in order to better target stakeholders higher up Twilio’s funnel, Campaign Stars executed our Strategy Pack and Persona Pack. Armed with a new, highly granular understanding of its target buyer’s responsibilities, pain points, relevant KPIs, and areas of need, Twilio was able to better craft and optimize its go-to-market strategy for this new, untapped persona.

“We discovered that while Developers use our products, it’s really the Product Managers and Team Leaders who make the buying decisions,” says Manav Khurana, Vice President of Product Marketing at Twilio. “Campaign Stars helped us create better, more targeted messaging that resonated with those personas and their needs.”

Then, in order to maximize ROI while minimizing costs for content creation, Campaign Stars performed an audit of Twilio’s entire existing content catalog, and identified several assets ideal for Campaign Stars’ Asset Chunking offering, a quick and cost-effective way to rapidly create derivative content and dust-off older content to quickly repurpose it for quick consumption.

“Campaign Stars identified a 60-page white paper with great information, but very little engagement,” Khurana says. “They took that asset and turned it into a gorgeous, searchable, interactive microsite that made the content more appealing, educational, and digestible.”
Campaign Stars then did the same for Twilio’s existing knowledge repository to dramatically boost engagement. Campaign Stars developed a microsite called Twilio Learn (www.twilio.com/learn). It organizes Twilio’s content library to better align with Twilio’s newly identified buyer personas. The site now tracks user engagement to drive downstream analysis of user engagement and content level analytics to help Twilio’s product teams understand what content is best resonating with specific segments of Twilio’s target audience.

“You can’t continually improve if you aren’t tracking what’s working. Campaign Stars built that feedback loop for us,” says Khurana. That’s a better way to connect with your customers, made possible by Campaign Stars.

Visit www.campaignstars.com to learn more.