

CASE by social2b STUDIES

THE CMO CLUB

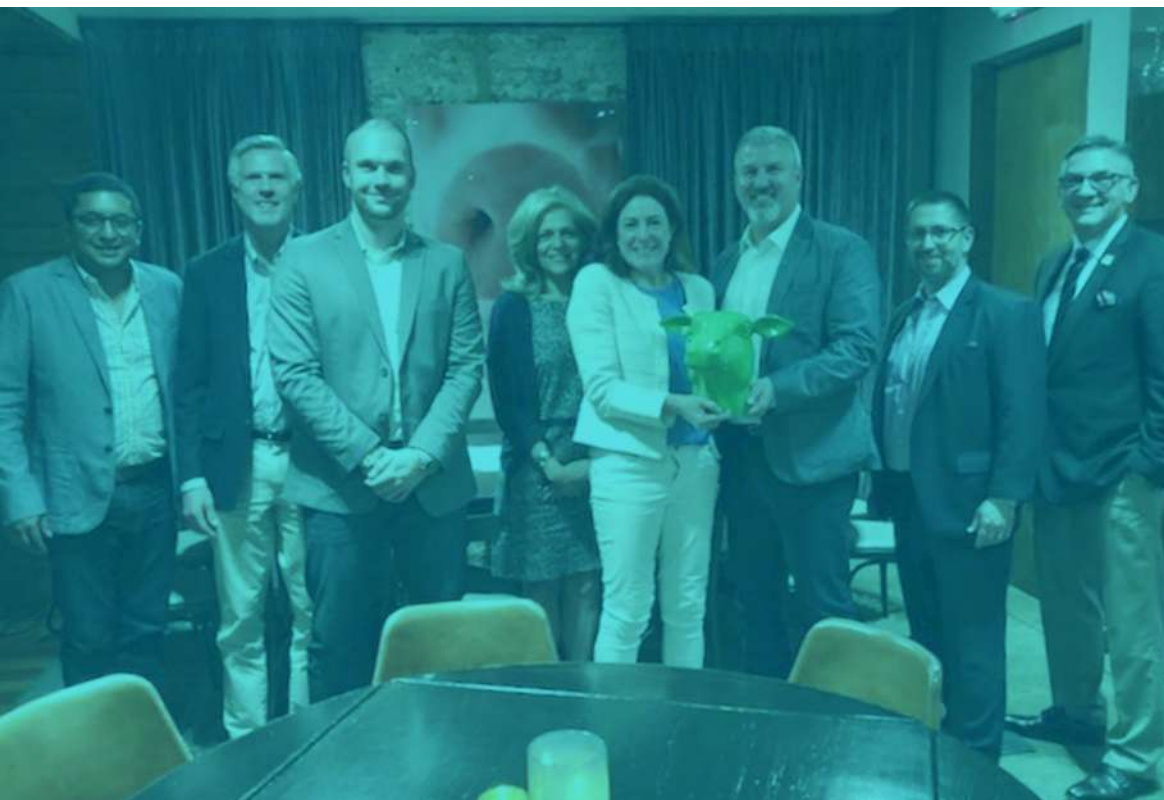
(www.thecmoclub.com)

THE CMO CLUB

Professional offline and online peer network of top Chief Marketing Officers (CMOs).

It is a leadership community for chief marketing officers. that hosts events and shares reports from professionals in the marketing industry.

The CMO Club was interested in automating their processes involved with member engagement, B2B partnerships, and conversions to subscriptions. The challenge was to find the right marketing automation



THE **CMO** CLUB™

THE CMO CLUB

SOLUTION



A

B

Social2B crafted an integrated B2B Marketing Automation solution with HubSpot and a number of other platforms.

Social2B supported The CMO Club with Search Engine Optimization and Content Marketing services and explored a number of optimized digital media solutions to increase the engagement of members and partners.

THE CMO CLUB

RESULTS

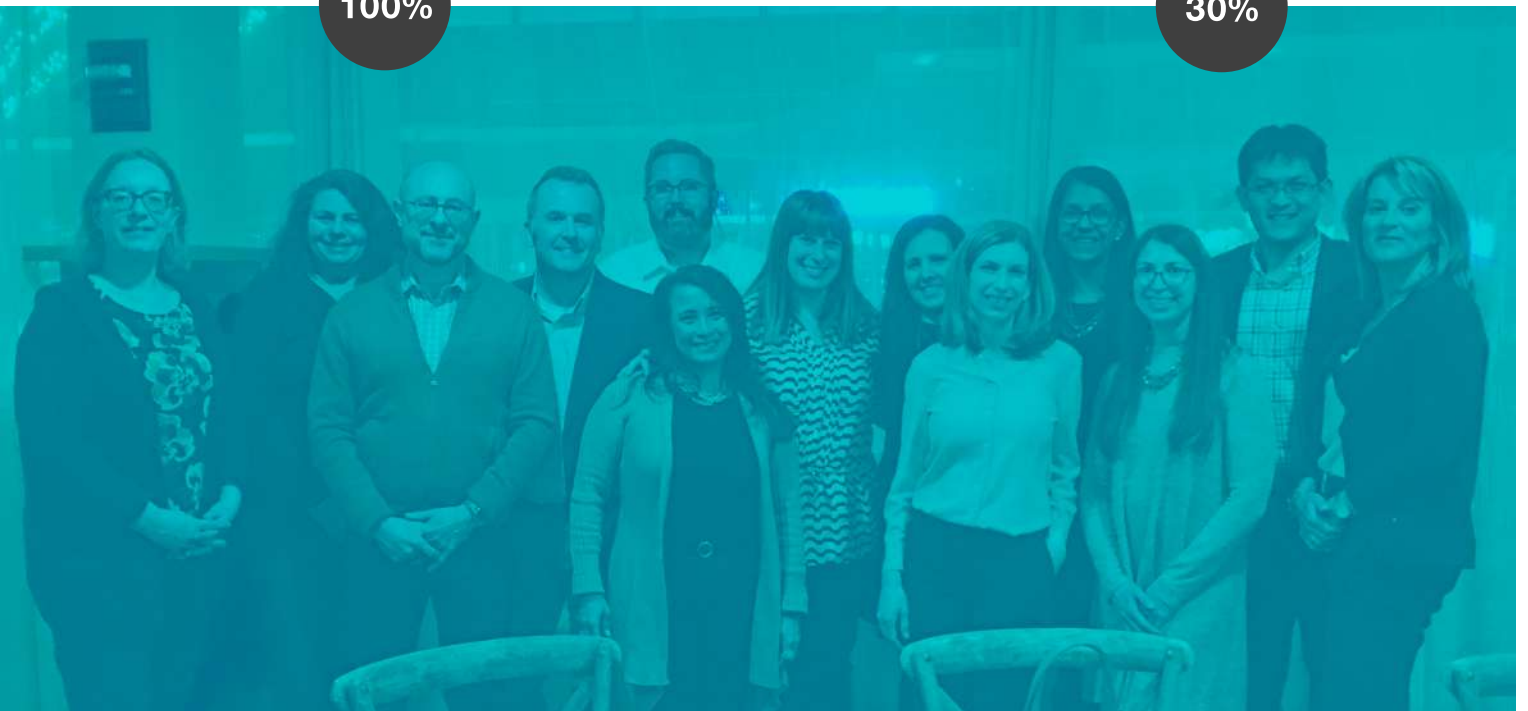
Assistance with content marketing strategies increased the quality of content shared with the marketing community and positioned the CMO Club brand as one of the best peer, professional and executive networks.

Boosted the conversion to member signups by over 100%.

The automation of a number of marketing processes, and optimization of content and a number of inbound marketing channels increased the engagement by over 80%.

100%

30%



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