Category 12: Best limited budget campaign

The Maxymiser ‘Rant’

A call to action and plea for ambition.

FINALIST 2013
B2B AWARDS

velocity

Maxymiser helps online businesses turn every interaction into an experience, using cloud-based testing, personalization and cross channel optimization.

It's *very* cool stuff.



The challenge was to get CMOs to raise their games: to stop thinking just about web traffic and conversions and start thinking about delivering insanely great customer experiences.



The target was a specific kind of CMO and digital marketer: the kind who wants to dramatically improve the whole customer experience.

We needed to attract confident, like-minded champions – not timid followers.

The Rant was our answer. A bold, brash, confident call-to-arms that does two things:

- Evangelises a world view

  Arguing for the primacy of customer experience

- Builds a bridge to what Maxymiser does

  Showing that personalisation and testing are critical to great customer experiences



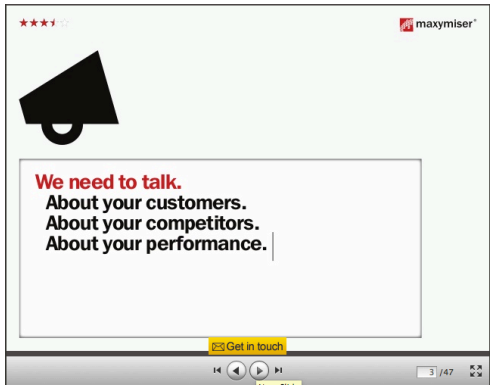
The Rant wasn't just a presentation dumped on Slideshare.

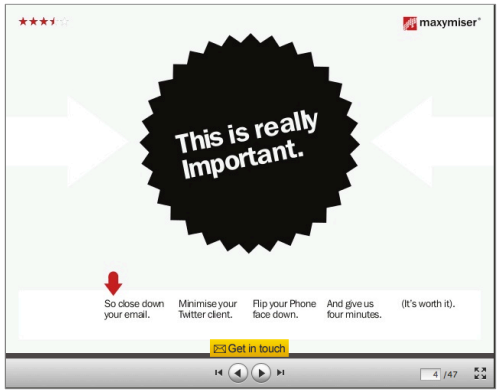
It was written and designed to be a Slideshare experience.

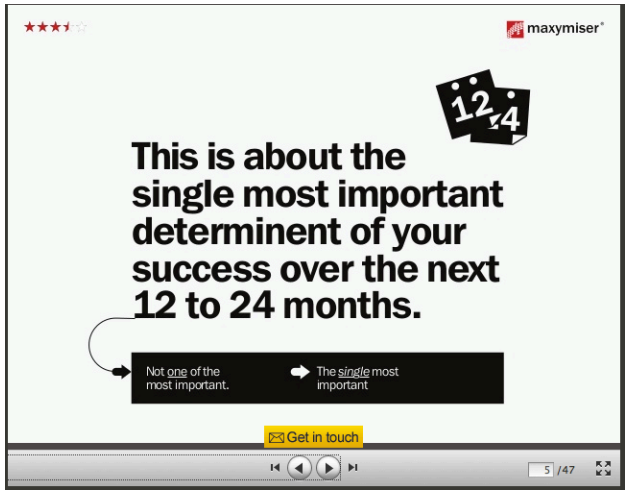
- A linear story.
- Told with short, visual pages.
- That get the reader to keep on clicking…

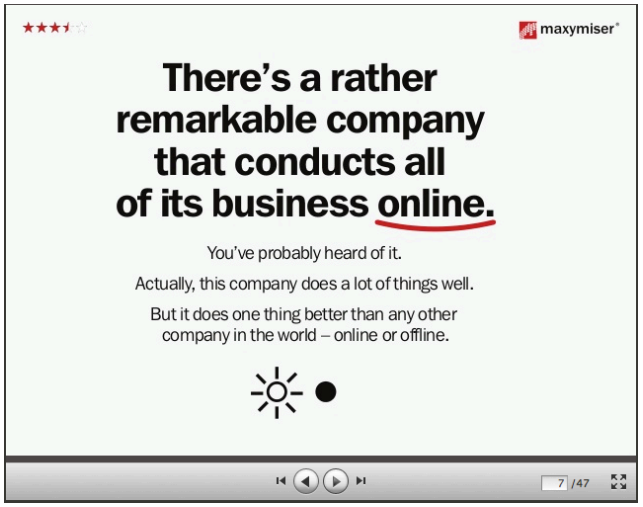


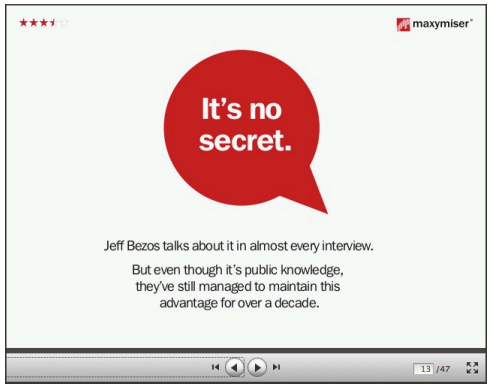
Some slides















You can see the whole thing here:
http://www.slideshare.net/maxymiser/maxymiser-rant

The Rant was posted on Slideshare and embedded on the Maxymiser site.

It also led to a Manifesto on the home page, was featured in blog posts and turned into modules for live presentations.

It was shared through email and social media channels and sent to influencers.



The results were beyond expectation on all fronts.

The rant has been viewed more than 49,000 times – more than the next ten Maxymiser slideshares *put together* – and breaking all records for the company.

It led directly to inbound leads representing over $200,000 in pipeline value so far, for a spend of under $10k.

"The Rant was a massive hit for Maxymiser. It really resonated with our kind of CMO, leading to great conversations and revenue that far exceeded the investment. Velocity nailed this one, start to finish."

Paul Dunay, Maxymiser Global VP Marketing



We’re Velocity Partners.

We help B2B companies discover their most compelling stories and take them to market in cool new ways.

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