



GoldsteinGroup
communications

And the Winner Is...

The Power of Integrated Marketing

Measurably Better Marketing



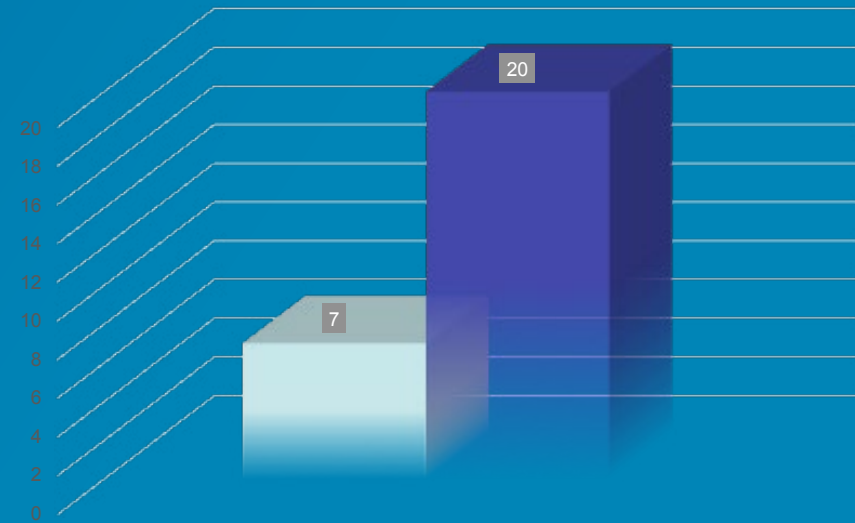
Multiple Touches Lead to Greater Impact

The impact of Integrated Marketing – using a variety of tactics to reach your targets – has never been more important. In today's noisy world, you need to touch your prospects multiple times in order to be heard, which is becoming harder than ever.

Consider this:

- In 1994, it used to take seven touches before your message got through.
- Today, according to a 2013 study, it takes 20 touches!

How Many Touches?



The Numbers Are In – Integrated Marketing Makes Your Budgets Go Farther

The impact of a total approach has never been easier to measure. With today's Hubspot/Marketing Automation tools, we can see where leads come from, where opportunities convert, and what drives the most cost-effective lead generation campaigns. And perhaps no campaign at Goldstein Group shows the impact of integrated marketing more than Littelfuse Speed2Design, the winner of seven national award competitions.



- **Platinum AVA Digital Award 2014 – Google Glass Promotion**
- **Gold AVA Digital Award 2014 – Content Map Strategy**
- **PR News Social Media Icon Awards 2014**
- **Platinum MarCom Award 2014**
- **PR Daily Social Media Award 2014**
- **PR News Social Media Icon Awards 2013**
- **Platinum MarCom Award 2012**

Speed2Design – Tying the Littelfuse Brand to What Drives its Engineering Customers

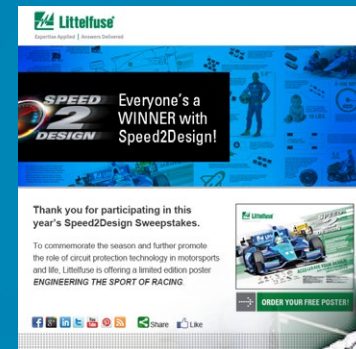
Want to get your market's attention? Don't just talk about your company — talk about what your customers are passionate about! For engineers, they love advanced, point-of-the-spear technology, and they can't get enough of leading-edge performance. So, tying the Littelfuse brand of circuit protection to IndyCar racing, NASA space technology and Google Glass was a campaign destined to be a winner.

By applying the PESO model of integrated marketing – paid advertising, earned, shared and owned media – Littelfuse was able to capture its market's attention and grow its brand with metrics never before seen by the company.



Media Made It All Go

The campaign was based on a progressive approach to working with trade media, elevating the relationship to one of true “media partners.” Rather than just buy a series of banners and email blasts, Littelfuse created true partnerships with key media to promote the campaign. Industry editors wrote about the campaign, attended its events, created blogs, social posts and videos, and built content on their sites that pushed traffic to the Speed2Design website. At that point, Littelfuse was able to convert those visitors into leads and sample requests. It was a PR campaign unlike any other, with results far beyond the conventional.



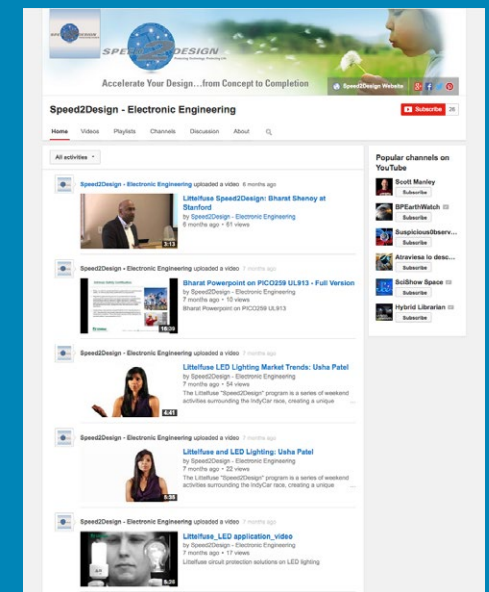
Engineers Are Social Too

The Speed2Design campaign recently took top honors in *PR Daily's* National Social Media Award for Best Event Promotion. But we could see engineers were active in social media long before earning national recognition for the campaign.

The campaign went far beyond traditional advertising to touch every corner of the engineer's social profile we could reach.

Littelfuse also experienced a 1,011% growth in Twitter followers. An analysis of its Twitter followers revealed that Littelfuse built a significant audience comprised of electronic design engineers and engineering students — the exact demographic the company was targeting.

In addition to its Twitter, the campaign was promoted on blogs, Facebook, Pinterest, YouTube, Vimeo, Vine, LinkedIn, and Engineering Exchange (a social media site for engineers). Real-time Twitter posts at the campaign's racing events and NASA tours drove much of the response and engagement.



Marketing Metrics Matter

Speed2Design was a winner, not just with engineers, but within the marketing community as well with its seven industry awards.

And, looking at the stats generated by the Speed2Design campaign, it's no surprise that marketing judges were impressed by the measurable results Littelfuse enjoyed:

- **Marketing prospect database: Grew 212% in the campaign's first four months**
- **Global reach: Website visits and videos viewed in 155 countries**
- **Social media engagement: Twitter following grew 1,011% to more than 11,000**
- **Coverage: Generated 151 media coverage items and at least 33 unique news stories**

About Goldstein Group Communications

Goldstein Group Communications (GGC) creates high impact branding and lead generation programs for b-to-b companies that are seeking more powerful ways to find and keep customers. The agency brings an unusual combination of corporate communications management and engineer-level writing capability to its client roster. With deep experience in electronics, healthcare and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients offer their customers.

GGC was founded in 1992 as a public relations agency and today represents both entrepreneurial and billion-dollar multi-national firms throughout the country, with 60% of revenues coming from clients outside Ohio. GGC combines both left-brain analytics with right-brain creativity to provide a powerful marketing approach that leads to "Measurably Better Marketing."

