WE TRANSLATE YOUR INSIGHTS INTO BUSINESS RESULTS

# FOR NEARLY A DECADE, WE'VE BEEN GENERATING RESULTS FOR DATA CENTERS – THOSE "FACTORIES OF THE DIGITAL AGE"

IN JUST ONE YEAR OUR CONTENT GENERATED 20,841 LEADS – AND CONTRIBUTED

**$69,027,318**

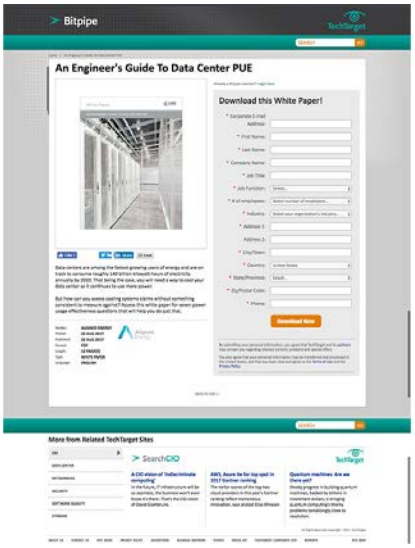
IN NET NEW REVENUE.

CASTELAZOCONTENT.COM

Castelazo Content
translating insights into results

## MY PUE'S BETTER THAN YOUR PUE

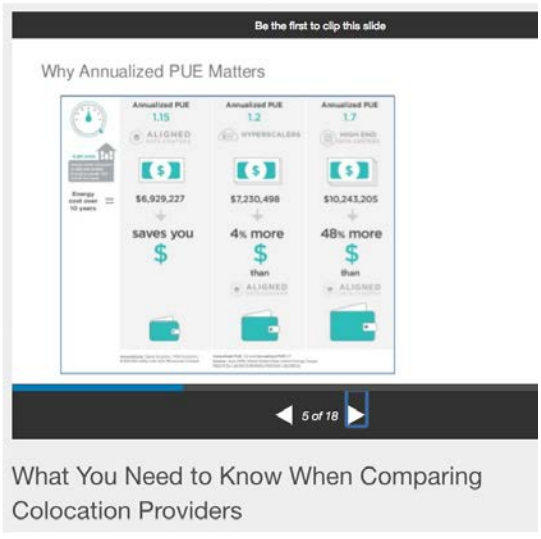
# LEAD GENERATION MACHINE REACHES MULTIPLE AUDIENCE GROUPS



**Highlights:**

- We took getting the most mileage out of our content to the next level: 2 versions of the white paper (each for a different audience), 3 blog posts (each targeted to one of the key decision-makers), an infographic, a SlideShare, and an article in a publication that would help us reach a new audience.
- We aligned a hot-button issue for our audience (energy efficiency) with trending news (new standard) and value that the client delivered.
- The white paper was TechTarget's most downloaded asset in the data center space for 4 weeks running.
- Altogether, the campaign generated 177 marketing qualified leads – people with titles such as VP of Critical Systems, Director of Enterprise Data Center Services, Director of Facilities Engineering, and Director of Mission Critical Technologies, among others.

**See the content: tinyurl.com/datacenterpue**




## 177 MQLs

THE WHITE PAPER WAS TECHTARGET'S MOST DOWNLOADED ASSET 4 WEEKS RUNNING.

## IT SECURITY IN A POST-SNOWDEN WORLD

# GENERATING LEADS & BRAND AWARENESS AMONG TARGET DECISION-MAKERS

**Highlights:**

- In deciding on the topic, we aligned a key value that the client delivered with an issue that was top-of-mind for our audience.
- We created a content ecosystem to deliver the right content at the right time in the right place (white paper, cover story, 4 blog posts, social media posts).
- In the end we generated 145 marketing qualified leads (MQLs), got on the cover of a magazine sent to 225,000 industry leaders, and got exposure directly to decision-makers through NASCIO and speaking engagements.

**Learn more: tinyurl.com/4ae3fkat**

## 145 MQLs

THIS AWARD-WINNING CAMPAIGN EPITOMIZES THE VALUE OF "DRAFTING."

"We had an opportunity to answer the questions that prospects and influencers were asking – and we took it."

NOT A DATA CENTER, BUT IT'S TOO GOOD TO NOT SHARE

# CONVERTING LEADS TO OPPORTUNITIES & OPPORTUNITIES TO CLIENTS

THE WALL STREET JOURNAL.

The Big Number

**3 cents**

**The average reported hit to first-quarter earnings per share from currency headwinds.**

Companies waged their own currency wars in the first quarter, and grew more effective at hedging their foreign-exchange exposure, despite swings in the yen, the euro and the Venezuelan bolivar.

In a study of about 800 first-quarter conference calls, 213 U.S.-based multinational firms reported currency losses. For the 97 companies that quantified the damage, the total cost was $3.67 billion in lost revenue, according to FIREapps, which advises clients on managing foreign-currency risk. Companies also went into greater detail in reporting the losses, with 41 of them estimating the impact on profits. On average, these firms reported that currency swings cost them 3 cents a share.

"That's more companies than we've ever seen being specific about the earnings-per-share impact," said Wolfgang Koester, chief executive of FIREapps. After months of turmoil in the currency markets "companies have a better and closer handle on their exposures," he said.

Last year the same group of companies reported much wider currency losses, totaling more than $20 billion overall in both the second and third quarters.

The yen, which has declined about 25% against the dollar since last November, was the most-cited currency, with 89 companies saying its sharp swing had hurt them, up from 33 companies that mentioned the currency in the fourth quarter. The bolivar was mentioned by 28 companies in the first quarter, up from 17 in the fourth quarter, while the number of companies mentioning the euro fell to 25 from 49 in the fourth quarter.

Companies could start mentioning the euro more often again, ahead of Germany's election in September, Mr. Koester said.

*Emily Chasan*

**Currency Conscious**

Number of companies citing specific currencies as having a financial impact in the first quarter of 2013*

| | |
|---|---|
| 89 | JAPANESE YEN |
| 28 | VENEZUELAN BOLIVAR |
| 25 | EURO |
| 16 | BRAZILIAN REAL |
| 10 | BRITISH POUND |

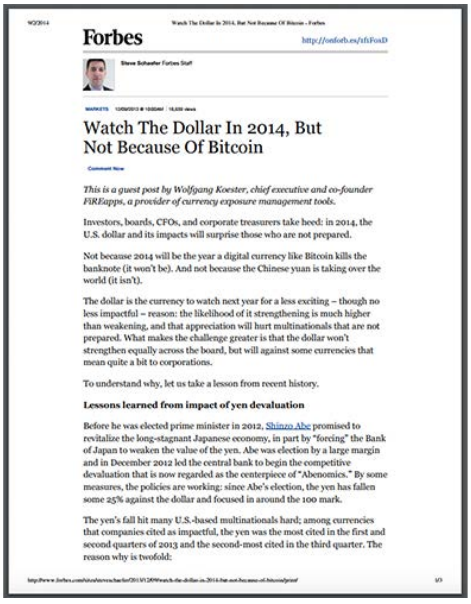
* Out of 300 earnings calls studied

Source: FIREapps

**Highlights:**

- We measured success by ROI (506% for lead generation and 1300% for lead-to-opportunity conversion).
- The white paper epitomizes thought leadership, and the results – Wall Street Journal, Forbes, Bloomberg Businessweek, FOX Business – show how receptive influencers are to it.
- We leveraged the white paper to the max: in a content syndication campaign; in a ghostwritten Forbes byline; in interviews with the Wall Street Journal, FOX Business, and Bloomberg; in a blog post; and in social media.
- We used the content not only for lead generation but also to convert leads to opportunities and to help convert opportunities to clients.

**Learn more: tinyurl.com/currencyimpact**


Forbes

http://onforb.es/1fiFosD

Watch The Dollar In 2014, But Not Because Of Bitcoin

*This is a guest post by Wolfgang Koester, chief executive and co-founder FIREapps, a provider of currency exposure management tools.*

Investors, boards, CFOs, and corporate treasurers take heed: in 2014, the U.S. dollar and its impacts will surprise those who are not prepared.

Not because 2014 will be the year a digital currency like Bitcoin kills the banknote (it won't be). And not because the Chinese yuan is taking over the world (it isn't).

The dollar is the currency to watch next year for a less exciting – though no less impactful – reason: the likelihood of it strengthening is much higher than weakening, and that appreciation will hurt multinationals that are not prepared. What makes the challenge greater is that the dollar won't strengthen equally across the board, but will against some currencies that mean quite a bit to corporations.

To understand why, let us take a lesson from recent history.

**Lessons learned from impact of yen devaluation**

Before he was elected prime minister in 2012, Shinzo Abe promised to revitalize the long-stagnant Japanese economy, in part by "forcing" the Bank of Japan to weaken the value of the yen. Abe was election by a large margin and in December 2012 led the central bank to begin the competitive devaluation that is now regarded as the centerpiece of "Abenomics." By some measures, the policies are working: since Abe's election, the yen has fallen some 25% against the dollar and focused in around the 100 mark.

The yen's fall hit many U.S.-based multinationals hard; among currencies that companies cited as impactful, the yen was the most cited in the first and second quarters of 2013 and the second-most cited in the third quarter. The reason why is twofold:

**506% ROI**

THIS AWARD-WINNING CAMPAIGN WAS A LEAD CONVERSION MACHINE.

"The white paper makes a very clear statement of the problem that corporations turn to FIREapps to solve."

## A FEW MORE EXAMPLES, FOR GOOD MEASURE

# CONTENT THAT DELIVERS RESULTS

### THOUGHT LEADERSHIP VIDEO

We interviewed the client subject matter expert and worked with the in-house videographer to produce this video, "The Data Center of the Future is Self-defending." It was timely and relevant and closely aligned our client with the idea of solutions for tech security concerns.

### THOUGHT LEADERSHIP ARTICLE

"You made me sound smart." Actually, Kirk is very smart all by himself. In this article that we ghostwrote for a data center client, we tackle the tough challenge of capacity planning. Kirk's thought leadership was seen by readers of one of the most useful media brands serving data center and critical facility decision-makers.

### COLOCATION CASE STUDY

Effective case studies are stories. Once upon a time, a company just like you faced a tough challenge just like you face. We helped them understand how to solve that challenge. And in the end, we all lived happily ever after!

**"WHEN IT COMES TO CONTENT DEVELOPMENT IN THE TECH SPACE, MOLLY AND THE TEAM AT CASTELAZO CONTENT ARE TRULY ONE OF THE BEST."**

*Steve Zylstra, CEO, Arizona Technology Council*

## LEARN MORE ABOUT HOW WE ACHIEVE THESE RESULTS

**We understand the unique challenges that data center marketers face, which is why we created content just for you:**

- Data Center Marketing in the Age of AI
- The Data Center Marketer's Guide to Effective Content Marketing

**VISIT OUR RESOURCES HUB**

## IMAGINE WHAT WE COULD DO FOR YOU

Now that you've seen what we've done for our data center clients, let's chat and see what we can do for you. Schedule an assessment with our CEO, Molly Castelazo, to learn:

- How well your content is working to achieve your goals
- What can be done to optimize it

**SCHEDULE A MEETING WITH MOLLY**

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