

# MSM Solutions - Lights! Camera! Promotion!

How to Generate New Leads Through Video Marketing



## Company Brief

Headquartered in Memphis, Tennessee, MSM Solutions is a leading service provider of barcode and RFID products. In operation for more than 30 years, MSM Solutions matches the best data capture (AIDC) technologies to meet their customers' business goals for a wide range of manufacturing, retail, health care, distribution and logistics businesses.

## The Challenge

Promoting a New Software Solution

For the first time, MSM Solutions launched their own software solution called Portal Track™, which could capture, track and manage data from a variety of RFID encoders, RFID Readers, printers and mobile terminals. Despite the obvious benefits of the software, MSM Solutions struggled to find a way to demonstrate the potential to their prospects. Plus, MSM Solutions wanted to expand their reach outside of the Mid-South U.S. and market their new software globally. To accomplish both goals, they contacted Forward Vision Marketing.

## The Solution

Use Video Marketing to Reach the Retail Industry

To create a campaign that would effectively promote MSM Solutions' Portal Track and expand their global presence, Forward Vision focused on one of the company's top markets - the retail industry. Creating a series of explainer videos, Forward Vision focused on educating the retail market on what was possible with RFID and the Portal Track software. The videos covered topics such as:

**How Retailers Can Print and Encode RFID Tags and Labels**

**PortalTrack RFID System for Supply Chain Item Level Tracking**

**Automated Inventory Management System**

**Retail Supply Chain RFID Visibility Solution.**

Despite the quality or professionalism put into each educational video, they still needed to be seen in order to be effective. To get the best ROI for the Portal Track campaign, Forward Vision promoted the videos through MSM Solutions' website and email newsletters to great success. In addition to this, Forward Vision created a YouTube Ad campaign that used TrueView ads and 6-second bumper ads to target the right affinity audience - people looking for RFID software, asset tracking and retail RFID - and remarketed to them, leading to further success.

## The Results *A Star is Born*

In just 30 days, with a budget of \$10 a day, the MSM Solutions Portal Track educational videos created and promoted by Forward Vision generated more than 6,000 views and 17,000 impressions.

### 30-day Metrics from YouTube Ad Campaign

<b>Clicks</b> 512	<b>Cost</b> \$2,899
<b>Views</b> 46,214	<b>Watch Time</b> 525 hours
<b>Impressions</b> 138,150	<b>Cost per View</b> \$0.07

In addition to the YouTube Ad Campaign, embedding the videos into MSM Solutions' email newsletters improved the click rate by 65%, which in turn led to a tremendous improvement in website traffic. By creating an engaging and educational video campaign and promoting it through YouTube Ad Campaigns, emails newsletters and the company's website, Forward Vision was able to promote MSM Solutions' Portal Track software in a cost-effective and successful way.

*"We've been working with Forward Vision for a few years now for our RFID marketing support and we couldn't be happier. They always find the perfect way to deliver our message, regardless if it's to our local market or to our global audience. They give us the confidence and the ability to focus on what we do best - creating innovative solutions for RFID and barcodes."*



**Brett Wilkerson**  
Business Development Manager  
MSM Solutions

