

## Establishing Virtualization Management Leadership

When CA, one of the world's largest information technology (IT) management software companies, wanted to establish a North American leadership position for its Enterprise Systems Management (ESM) solutions in the virtualization market, it turned to TechTarget for an online marketing program positioning it as a visionary for IT professionals facing the emerging challenges of virtual machine management.

"While other companies focus on promoting themselves as virtualization server or solutions providers, CA's opportunity is in supporting organizations already investing heavily in virtualization. We want the market to understand the need to manage the virtual environment as diligently as they do their physical servers," according to deMarie Malnar, Director,

Global Campaign Marketing for CA.

***"We are very pleased with the number and caliber of contacts generated and people attending (our Virtual Seminar)."***

"CA has solutions to generate the ROI organizations expect from virtualization investments, but which has eluded them because of inherent complexities associated with managing a virtual environment."

### Contextual Marketing Strategy

To penetrate new markets with its virtualization management solutions, the program addressed challenges of virtual environment management, describing solutions to make virtualization succeed.

Using SearchServerVirtualization.com as the media platform, IT professionals implementing virtualization were targeted via Podcasts, Webcasts, white papers, IT Briefs, eGuides, Topical Information Center, and a Virtual Seminar featuring editorial and third-party expert content linking CA's brand with virtualization management topics. Content titles included *Virtual Platform Management: Top Consideration for Managing Virtual Systems Environments*; *Managing Virtual Environments*; and *The New World of Virtualization: How to Consolidate, Optimize, Manage*. (Continued)

### Case Study Highlights

**Sponsor:** CA headquartered in Islandia, NY

**Markets:** Data Center

#### Objectives:

- Establish position as leader and visionary
- Extend brand within virtualization market
- Penetrate key industries with "virtualization management" message
- Generate relevant, active leads for sales

**Solution:** Integrated program leveraging multiple relevant online content vehicles and editorial sponsorships to establish market position and generate targeted sales leads

#### ROI:

- Quality/Actionable inquiries
- Established thought leadership, awareness
- Extended reach, viability of content



(Continued) To ensure messaging reached key decision makers, restructured content was used on media favored by specific audience segments. As a result, compared to the original Webcast on which it was based, the IT Briefing sharing the same title as the Webcast generated a nearly three-fold increase in response. Also, the original lead count generated by the Webcast more than doubled when converted to a Podcast, with fewer than three percent overlap.

“Working with my TechTarget ROI consultant, we mapped messages to key decision makers involved at certain steps of the evaluation and selection process, developing content complementing each step so people going through the process felt they received something customized for them,” continues Ms. Malnar. “Within three months our Topical Information Center generated 36,000 virtualization management-specific impressions, and over 600 individuals registered for our Expert eGuide.” Respondent job titles included: Manager, eBusiness Engineering, Head of Middleware and Market Data; LAN/WAN Engineer; IT Project Manager; and Area Manager; each representing \$1 million to \$100 million IT budgets.

“Developing the virtual seminar was challenging but worthwhile. It was our first time creating one specifically around virtualization, and because we focused exclusively on the management aspect, we were concerned it might not appeal to potential participants. However, we are very pleased with the number and caliber of contacts generated and people attending. And the large companies responding were definitely within our target focus,” concludes Malnar.

## ROI Delivered

The CA program delivered quality, actionable leads, with two of three respondents having budgeted virtualization projects; three of four event attendees planning projects; 50% deploying a project within 18 months; 63% of respondents from North America; and 49% managing budgets of \$5 million or more.

Additionally, within three months, with 35,604 page views generated specific to virtualization management, and by associating the CA Keynote presentation with expert keynote presentations featured in the Virtual Seminar, CA was successfully positioned as a virtualization management thought leader.

Visit [www.techtarget.com](http://www.techtarget.com) to read more success stories.

## Program Results

**Sponsor:** CA

### Program Elements:

- Podcasts, Webcasts
- White papers, IT Briefs, eGuides
- Topical Information Center
- Virtual Seminar
- All available on [SearchServerVirtualization.com](http://SearchServerVirtualization.com)

### Results and ROI:

2 of 3 respondents have budgeted virtualization projects

3 out of 4 event attendees have project planned

50% plan to deploy in under 18 months

Up to 63% of respondents from North America

Up to 49% of respondents manage \$5 million+ budgets

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