

## Combining Media and Message to Exceed Client Goals

SolarWinds provides downloadable, enterprise-class network management software that is affordable, easy to use, and guided by a large and growing user community. Focused on the real-world needs of network professionals, SolarWinds products are simple to try, simple to use, and simple to maintain, while providing the power, scale, and flexibility needed by companies of all sizes. More than 50,000 customers from small businesses to the largest enterprises rely on SolarWinds products

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to take the complexity out of managing their networks ([www.solarwinds.com](http://www.solarwinds.com)).

The primary focus of SolarWinds' programs with TechTarget is to create innovative approaches to drive demand for its products. SolarWinds wanted to deliver compelling messaging for its

established product line and generate demand among the network management community (network engineers, network managers and IT generalists) in a wide range of markets including the enterprise, small to medium-businesses, military, government agencies and education institutions.

SolarWinds opted to implement a six-month TargetROI program with product downloads and whitepapers. The program features targeted and customized lead generation activities segmented by market and demographics, leveraging content assets, product downloads and targeted promotions. It also incorporates re-messaging to interested leads, integrating content assets such as white papers, Webcasts, topical emails, and list rentals to attain campaign goals. Quality lead filters such as unique leads, geographic, specific market focus, company size, and international or vertical affinity can be added to focus results. A typical TargetROI program utilizes a renewable duration-based model over a three month timeframe, and includes ROI consulting management of the program to ensure its success.

(Continued)

### Case Study Highlights

**Sponsor:** SolarWinds, Inc.  
of Austin, TX

**Website:** [www.solarwinds.com](http://www.solarwinds.com)

**Markets:** Network Management



**Program Goal:**

Branding and lead generation for established product lines

**Solution:**

TargetROI: content syndication, promotion, product download via online media including SearchNetworking.com

**ROI:**

Achieved Overall CPL of less than \$40, Delivered exact audience client required with targeted media and messaging



According to Amanda Koellhofer, Marketing Programs Manager for SolarWinds, “TechTarget allows us to engage with the broad community of network engineers and network managers throughout the stages of the research and evaluation process.”

## Messaging is Key

To attract and retain the attention of their target audience, SolarWinds depended on TechTarget to fine-tune the messaging to appeal to the needs of IT practitioners throughout the evaluation and purchase process.

Whitepaper and Webcast campaign content asset titles include:

- Stabilizing Your Network: A How-To Guide (whitepaper)
- Network Traffic Analysis Using Cisco NetFlow (whitepaper)
- The Shortcut Guide to Network Management for the Mid-Market (eBook)
- Geek Speak: Mastering Network Monitoring in the SMB (Webcast)

Trial Product downloads posted on BitPipe.com include:

- Orion
- ipMonitor
- VoIP Monitor
- Engineer’s Toolset
- Cirrus

## TechTarget’s Central Role

“We rely on Tech Target’s ability to make the subtle changes necessary to assure program success throughout its duration in all aspects of our campaigns, including audience and message development, and program implementation,” continues Koellhofer.

“We know what to expect from TechTarget — which is why we continually invest with them. We are comfortable with the team that helps us execute our marketing programs on SearchNetworking.com, and trust that if any issues do arise, TechTarget will work to have them resolved quickly and efficiently.”

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