



CUSTOMER SUCCESS STORIES

PlexiCam drives traffic to their web site and increases sales with B2B product marketing & influencer marketing from Thinkers360



PlexiCam[®]

CUSTOMER:
PLEXICAM

Dan Keldsen

Co-Founder
PlexiCam

CHALLENGE:

Growing market share via B2B influencers to promote the PlexiCam product which provides perfect eye contact for any webcam.

THINKERS360 SOLUTIONS:

B2B Product Marketing, B2B Influencer Marketing, Thinkers360 Ignite (PPC).

RESULTS:

Overall, the project yielded highly positive results, with increased traffic & sales, & established Thinkers360 as PlexiCam's #1 affiliate marketer.

OVERVIEW

Seeking to grow its market share, PlexiCam needed a capable vendor that could meet its unique needs for B2B product & influencer marketing



PlexiCam[®] was created by a group of event and broadcast industry professionals who got tired of webinars and online events that lacked the critical human connection. Their mission is simple: to help people connect more effectively online.



"The match of thought leaders to our own primary audience is a unique fit."

Dan Keldsen

Co-Founder, **PlexiCam**

I CHALLENGE

Seeking to grow its market share, PlexiCam wanted to find and work with highly specific B2B influencers to promote the PlexiCam product which provides perfect eye contact for any webcam.

I THINKERS360 SOLUTIONS

PlexiCam choose Thinkers360 for its great culture fit, value for money, and aligned company values. Thinkers360 provided B2B product marketing via a prominent listing on Thinkers360.com & in its newsletter, briefly outlining PlexiCam products, and the importance of showing up on camera in a post-2020 world.

This helped PlexiCam "influence the influencers" among Thinkers360's opt-in B2B analyst & influencer community with over 100M followers on social media combined. Thinkers360 also connected PlexiCam with B2B influencers on the Thinkers360 platform to partner with them as an additional channel for sales.

I RESULTS

Thinkers360's efforts resulted in increased traffic and sales, meeting expectations. They fostered a positive partnership through clear communication via email and Zoom calls. Overall, the project yielded highly positive results and established Thinkers360 as PlexiCam's #1 affiliate marketer.



★★★★★ THINKERS360 RATING

RATINGS

5.0 ★★★★★

Quality 5.0
SERVICE & DELIVERABLES

Schedule 5.0
ON TIME / DEADLINES

Cost 5.0
VALUE / WITHIN ESTIMATES

Willing to Refer 5.0
NPS



Connecting global brands and audiences with the world's premier B2B thought leaders, analysts & influencers for game-changing results.

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