

Case Study



Sunbelt Software



Problem

Sunbelt Software approached Richter10.2 for a new software product launch. The mission was to broadly make the product known to their target audience in a way that would not be perceived as promotional or marketing. So our challenge was to come up with an idea that would make the new product known in a subtle way that would increase awareness and sales to a specific site where the product could be purchased online.

Idea

We developed the idea to create a branded social media strategy specifically for the new product, VIPRE Anti-Virus, to smartly use all of the various platforms to get the conversation started. We created a custom avatar for the software that represented a software expert who worked for Sunbelt. The purpose was to position the avatar, Parker Conrad, as an informational terminal and active blogger in the field of anti-virus software. We used the avatar to build interest and spark conversations and discussions about anti-virus software with comparisons and analysis. Additionally we launched online press releases to promote news and events, blogs to start discussions and actively used Twitter and Facebook to make the product known. All of the activity was centered around one link that led the traffic to a site where the new VIPRE software could be purchased.

Result

The strategy lasted 6 months and resulted in the highest quarter in revenue Sunbelt Software had seen since its inception. The product responsible for the majority of the revenue growth was VIPRE Anti-Virus.