



Content Marketing for Technology Innovators

XPRESSOCOMMUNICATIONS.COM

CASE STUDY



Client:
SatNews

satnews.com
Social media campaign for SatNews

Events:
Satellite Innovation and Milsat 2022
Silicon Valley Space Week 2022



Online Marketing Campaigns to promote industry events

SatNews

Who

SatNews are not only the leading provider of industry news in the field of satellite; both commercial and military, but are also the coordinators of some of the industry's largest symposiums and tradeshow.

What

With a very short lead time, Xpresso were tasked with promoting two of SatNews' largest shows, not only raising awareness but driving direct traffic to the website and securing attendance conversions.

How

Xpresso delivered a high-volume social media campaign across Twitter and LinkedIn, which included:

- Reaching out directly to show speakers in order to obtain unique soundbites and insights, which were then used in the campaign to reinforce the authority and prestige of the event.
- Designing a slick, consistent aesthetic for posts that reinforced brand identity and recognition.
- Using a range of social media tools to identify and target relevant audiences, and reinforcing these with paid campaigns where suitable.
- Providing comprehensive metrics and feedback to SatNews in order to show where investment went, the results it achieved, and the areas that could be improved for future attendance.

Result

Click-through conversion from social media leads was higher than any previous SatNews campaign, and both events achieved attendance targets. Engagement of speakers and promotion of their individual voices also helped to foster even greater goodwill between industry experts and SatNews.

"The Xpresso team achieved amazing results through an autonomous and efficient modus operandi. I could see the daily increase of followers and interactions on social media which attracted qualified speakers, sponsors and visitors. Outsourcing tasks to professionals allows for a sharper focus on your business". Silvano Payne, Founder SATNews.

Executive Summary SATNEWS

LinkedIn campaign results

74 new LinkedIn Page followers for SatNews with ORGANIC posts (unpaid - 0 investment in post promo - organic!) as a result of the MilSat and Satellite Innovation LinkedIn campaigns
- Reached 700 total followers in total

WE INCREASED POST REACTIONS BY 4,966.7% - 152 Reactions

We reached an increase of up to 1219,9% more post impressions (with a total of 4.8K for example within peak posting time)

The visitors metrics indicated record visits on the SatNews ' main LinkedIn Page
Mobile users were the most active ones

We increased Page views of the main LinkedIn Page of SatNews by 126,2%

WE STARTED OFF WITH 626 followers - 14 Sept
WE CHIEVED 700 followers in total ORGANICALLY and continued growing in record time (NO ADS, NO SPONSORED POSTS)



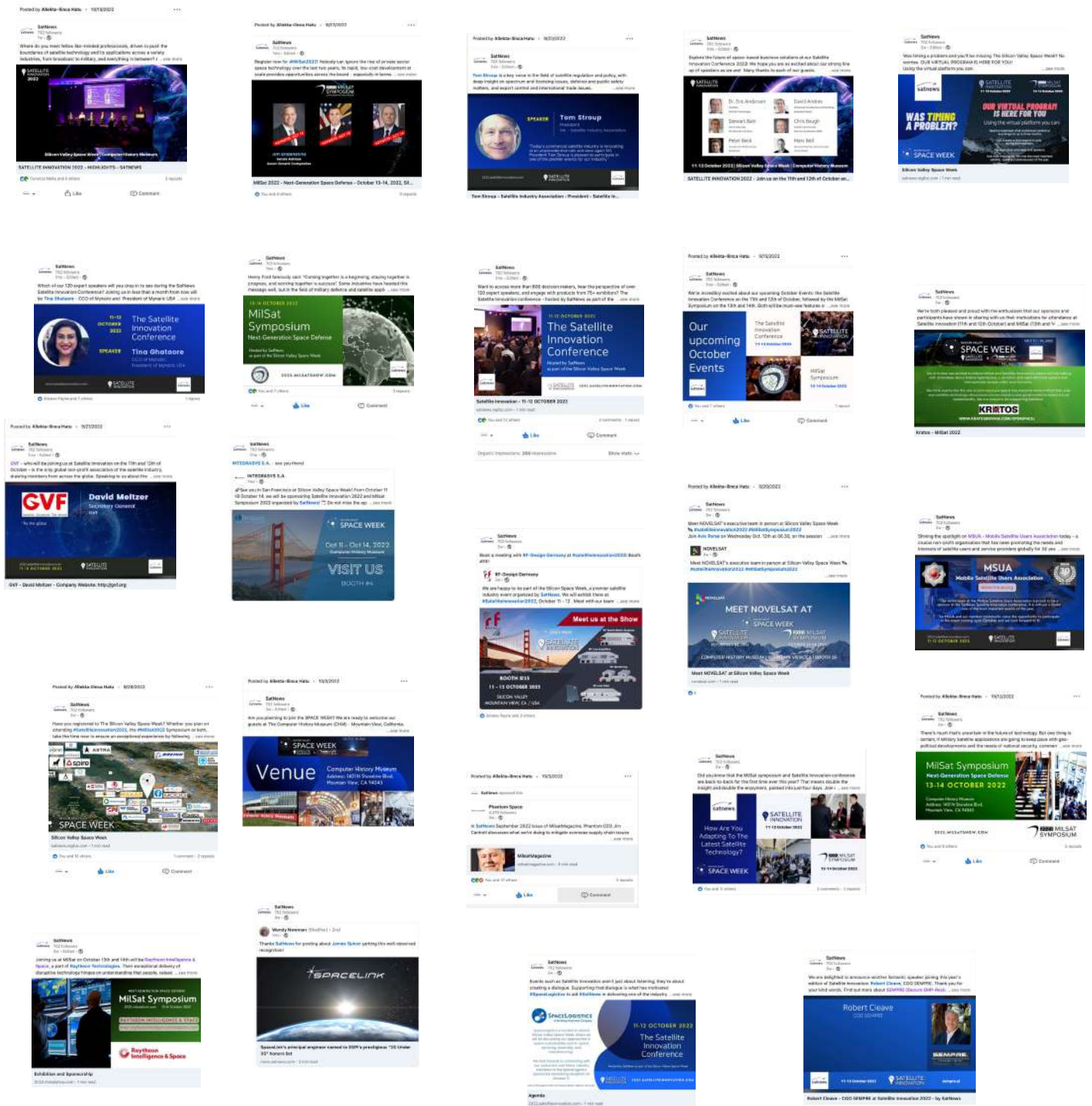
Total Twitter followers increase during the campaign

ALL ORGANIC

SatNews
3929 - 3996

SatNews Events
1784 - 1821 followers

We created a total of 25 posts on the SatNews LinkedIn Page for the the Milsat and Satellite Innovation 2022 campaign and then adapted them for Twitter



Follower analytics ? Jul 27, 2022 - Oct 24, 2022 ▼

Follower highlights ?

700
Total followers

74 new LinkedIn Page followers
achieved DURING the campaign

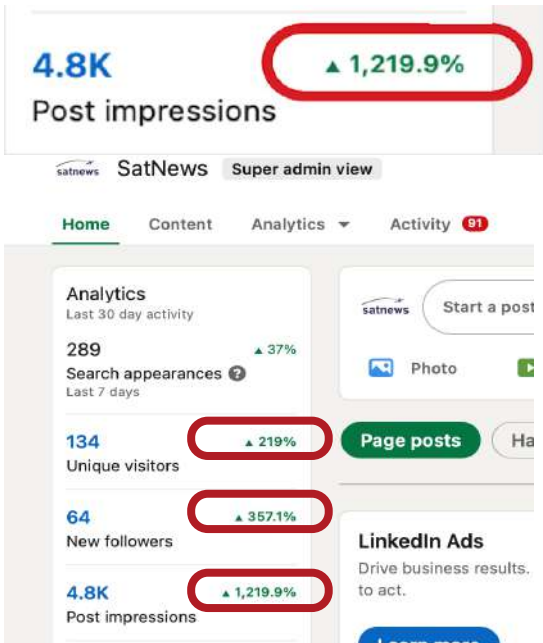
91
New followers in the last 89 days
▲264%

The profile of SatNews' followers - Analysis

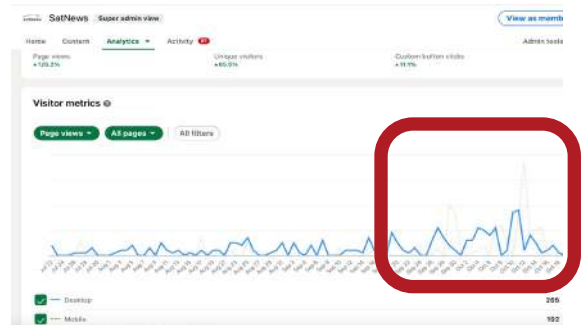
Seniority	Total followers	Company size	Total followers
Senior	181	11-50	132
Entry	143	51-200	104
Director	92	2-10	87
CXO	57	10001+	82
VP	56	1001-5000	59
Manager	45	201-500	53
Owner	44	501-1000	36
Partner	11	5001-10000	23
Training	8	1	7
Unpaid	3		

Job function	Total followers
Business Development	152
Sales	71
Engineering	61
Marketing	58
Operations	53
Information Technology	44
Media and Communication	27
Program and Project Management	17
Research	16
Finance	13
Community and Social Services	11
Consulting	11
Product Management	11
Education	10
Administrative	9
Arts and Design	8
Entrepreneurship	7
Human Resources	7
Quality Assurance	7
Military and Protective Services	6
Real Estate	6
Legal	5
Customer Success and Support	3
Purchasing	2
Accounting	1
Healthcare Services	1

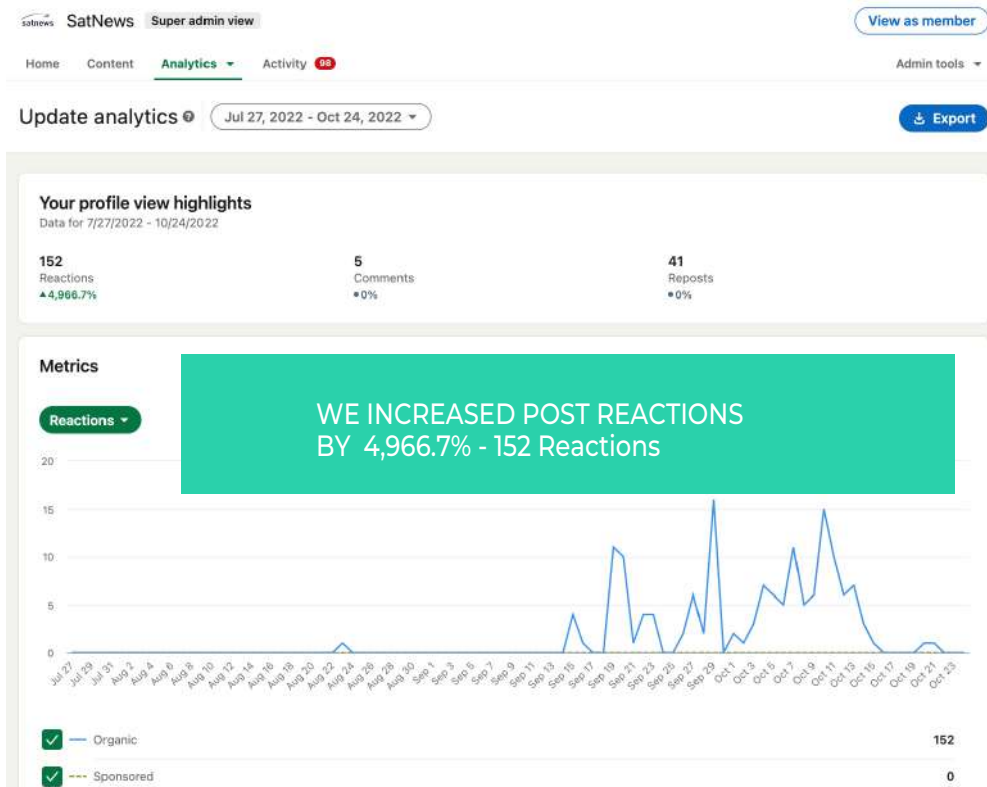
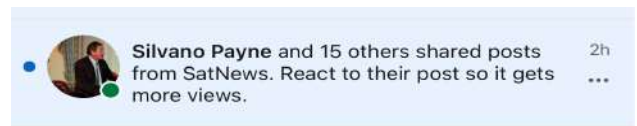
A	B
Industry	Total followers
Aviation and Aerospace Component Manufacturing	108
Defense and Space Manufacturing	77
Satellite Telecommunications	76
Telecommunications	51
IT Services and IT Consulting	36
Appliances, Electrical, and Electronics Manufacturing	23
Software Development	17
Higher Education	15
Business Consulting and Services	14
Research Services	11
Telecommunications Carriers	9
Industrial Machinery Manufacturing	8
Advertising Services	8
Public Relations and Communications Services	8
Semiconductor Manufacturing	7
Airlines and Aviation	7
Events Services	7
Broadcast Media Production and Distribution	6
Real Estate	6
Non-profit Organizations	5
Armed Forces	5
Oil and Gas	5
Investment Management	5
Internet Marketplace Platforms	5
International Affairs	4
Hospitals and Health Care	4



Print screens of analytics taken DURING the campaign



People started sharing the posts published on SATNEWS' PAGE



Examples of LinkedIn + Twitter
post designs
Satellite Innovation 2022



Our upcoming October Events

The Satellite Innovation Conference
11-12 October 2022



SATELLITE INNOVATION



MiSat Symposium
13-14 October 2022



SILICON VALLEY SPACE WEEK
SATELLITE INNOVATION & MILSAT SYMPOSIUM

OCT 11-14, 2022

Venue Computer History Museum
Address: 1401 N Shoreline Blvd.
Mountain View, CA 94043




How Are You Adapting To The Latest Satellite Technology?



SATELLITE INNOVATION
11-12 October 2022



MILSAT SYMPOSIUM
13-14 October 2022

SILICON VALLEY SPACE WEEK



11-12 OCTOBER 2022

The Satellite Innovation Conference

Hosted by SatNews
as part of the Silicon Valley Space Week



SATELLITE INNOVATION 2022.SATELLITEINNOVATION.COM



SPEAKER **Tom Stroup**
President
SIA - Satellite Industry Association

"Today's commercial satellite industry is innovating at an unprecedented rate and once again SIA President Tom Stroup is pleased to participate in one of the premier events for our industry."

2022.satnewsinnovation.com




Robert Cleave
COO SEMPRE

It was the Satellite Innovation Symposium. The symposium draws some of the most influential leaders in the industry to the historic Silicon Valley Computer History Museum.

The intimate venue allows equitable access to everyone, which facilitates interaction and business vociferous. It is truly a west coast event that leverages the enormous investments in the space industry taking place.

- Robert Cleave -



SEMPRE
AN IRVING-CLOUD COMPANY



11-12 October 2022



sempra.ai



11-12 OCTOBER 2022

The Satellite Innovation Conference

SPEAKER **Tina Ghataore**
CCO of Mynaric
President of Mynaric USA

2022.satnewsinnovation.com





MSUA
Mobile Satellite Users Association
www.msua.org

MSUA 30th Anniversary 1992-2022

"The entire team at the Mobile Satellite Users Association is proud to be a sponsor of the SatNews Satellite Innovation conference. It is without a doubt one of the most important events of the year."

The MSUA and our member community value the opportunity to participate in the event coming up in October and we look forward to the standout content and speakers we will hear from during the event.

2022.satnewsinnovation.com

11-12 OCTOBER 2022





SpaceLogistics is excited to attend Silicon Valley Space Week, where we will be discussing our approaches in space sustainability and in-space servicing, assembly, and manufacturing.

We look forward to connecting with our customers and fellow industry members at the SpaceLogistics sponsored networking reception on October 11!

www.sempra.com/en/space/space-logistics-attend

11-12 OCTOBER 2022

The Satellite Innovation Conference

Hosted by SatNews as part of the Silicon Valley Space Week



2022.SATELLITEINNOVATION.COM



WAS TIMING A PROBLEM?

OUR VIRTUAL PROGRAM IS HERE FOR YOU

Using the virtual platform you can:

- Watch a livestream of all conference content and recordings for up to three months.
- Ask questions and respond to posts during the livestream.
- Receive other announcements and speakers.
- Stay on top of the industry.

And most importantly, you miss the most important satellite, space and defense events of the year.



SILICON VALLEY SPACE WEEK

SATELLITE INNOVATION
11-12 October 2022

MILSAT SYMPOSIUM
13-14 October 2022

Examples of LinkedIn + Twitter
post designs
MilSat 2022



2022.MILSATSHOW.COM

2022 MILSAT SYMPOSIUM



Promo videos - published examples

