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COMMUNICATIONS

Content Marketing for Technology Innovators

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CASE STUDY

WEBCLIP2GO

Client:
WebClip2Go

webclip2go.com

WebClip2Go is a video creation studio for education, retail and corporate.

As a division of Burst Video, WebClip2Go draws on 25+ years of video production in the Broadcast industry.

How Integrated Marketing Communications support technology innovation

WebClip2Go

Who

WebClip2Go was originally a small, start-up offshoot of Burst Video, a Pro-AV and broadcast solutions provider in the Netherlands. Over the course of four years, their innovative and highly unique crewless production system has grown across the education, corporate and retail markets.

What

WebClip2Go's product proposition was almost entirely unique on the market at the point when it was first launched, and aimed to democratise a process which previously had been the preserve of experts with pro-level (and pro-cost) equipment. Its innovative approach to an entrenched workflow – particularly post-production editing – was alien to audiences. The challenge was to communicate both how this 'new' way of doing things worked, and – more crucially – how it could save users time, money, space and resources, and allow even non-experts to output professional grade videos on a prolific level.

How

Communicating both technology and value proposition for WebClip2Go, Xpresso:

- Crafted a range of blogs explaining the technology and its benefits to a range of segmented markets, and promoted these through social media channels.
- Organised and directed a video shoot to collect a library of footage, which Xpresso then used to craft monthly promotion videos; including use cases, explanatory videos and promotional ads.
- Created support materials for tradeshow attendance.

- Wrote and distributed an ongoing series of PRs to varied market segments, including educational, retail, technology, ProAV and broadcast publications.
- Created posts and short marketing videos for online branding.

Result

WebClip2Go have grown from a small Dutch start-up to a company that is recognised across Europe, especially in the field of education, where a significant number of universities have made multiple purchases of the system. Xpresso has in many cases provided direct leads not only through their PR and marketing activities, but through existing industry contacts.



I have known Fiorenza since we were both working for Dynatech, an American broadcast manufacturer. Only recently did we meet at an industry event and we got to talking about my new WebClip2Go solution that is revolutionizing the way audiovisual content is produced. As an engineer I was unaware – and to a certain extent sceptical – about there being value in communications and branding in the way that Fiorenza and Jess talked so passionately about.

But, after reading the content of the Xpresso website, I instantly understood how compelling well-written content is, how important it can be to communicating ideas about your brand, and how it was currently missing from our own strategy.

Following the first strategic call and the first piece of content they delivered, I concluded that I was working with the right partner. It comes as no surprise to me that the excellent team at Xpresso have been awarded a European Business Award for their integrated marketing communications services.

Gerrit Bulten, CEO WebClip2Go.