

Client: Coxmate

Industry: Sporting Equipment

Date: 2011 – January - ongoing

Summary: Content Marketing, Newsletter management, trade shows, athlete endorsement

Coxmate (www.coxmate.com.au) is a producer and supplier of advanced electronics for rowing and water sports, based in Adelaide, Australia. When Creative Agency Secrets started working with the client, it had a limited online presence, and a product based occasional news feed.

Marketing execution – Content Marketing

Creative Agency Secrets (CAS) used content marketing to create a stronger online presence for Coxmate. This has evolved into an athlete endorsement programme called 'Coxmate Ambassadors'.

The content marketing plan has three sections:

- Weekly blog/news posts
- Monthly newsletter
- Social Networking media – Twitter and Facebook

Marketing execution – Coxmate Ambassadors

Coxmate Ambassadors is a programme which sponsors high level coxswains who endorse the brand by wearing Coxmate gear and using Coxmate equipment in training and at regatta competitions.

This programme has recruited two of the top female coxswains in the world (USA and UK) now using and endorse Coxmate.

Marketing execution – Event Trade Stands

We have taken Coxmate trade stands to 3 major events on the rowing calendar in Australia and New Zealand. At each of these events, we have run a special promotion on one of the Coxmate products (SX), to borrow it for a race and when they return it, given a print out of their race speed graph. This was a very successful promotion for a new product, with SX units being purchased and the race graphs, become content for the Coxmate blog/news page.

Outcomes

The content marketing strategy has worked well for this client. The Coxmate products have features that are the best on the market, but the brand was relatively unknown when we started work with them. By creating content on the Coxmate products, the brand and re-posting interesting content about the sport we have lifted the brand's profile internationally.

This has also been an effective low cost way of competing with the client's main competition, who appear to have an unlimited advertising budget. Content Marketing has allowed us to grow our clients' email subscription list, fan base, and get two high profile athletes on board with product endorsement.

The work continues.