

## CASE STUDY



### COMPANY OVERVIEW

SupplySide, one of the health and nutrition verticals of Informa Markets, is the leading authority for the health and nutrition industry, with two annual industry trade shows that bring innovative companies focused on product development and manufacturing of healthy foods, beverages and dietary supplements together to connect, learn and engage.

SupplySide's media brands Natural Products Insider and Food and Beverage Insider are the authority for educational content and up-to-date trends and distribute content digitally on their websites, and their digital community site SupplySide 365.

### OBJECTIVES

- Obtain audience insights into community needs for health and nutrition content, preferred technology, and frequency of communications
- Develop an engaging, informative digital community to connect the SupplySide 365 community year-round

### THE CHALLENGE

In-person trade shows were especially challenged during the COVID-19 pandemic, as many industries were not able to meet in person for their typical activities of connecting and learning. Virtual trade shows were an option, but being an industry leader, SupplySide wanted to create a virtual community - a digital website where the industry could connect all year long. SupplySide 365 was a new initiative, and Brilliant Workplaces was engaged to help understand customer needs for SupplySide 365, develop a new engagement strategy, and test new ways to help the industry learn, connect and engage year-round.

*"We have pivoted for the better and have arrived at an omnichannel approach that allows us to do new things for an existing community,"*

—  
Danica Cullins  
Senior Vice President, SupplySide



The SupplySide 365 team had been working on community engagement activities, but required a fresh perspective on the customer journeys, engagement tactics and technology solutions to be successful.

*"[Brilliant Workplaces] really felt like a member of the team. You speak and think and present work as if you're a member of the team and not a visiting resource. That is very refreshing and easier to imagine because you are with us, and not talking to us."*

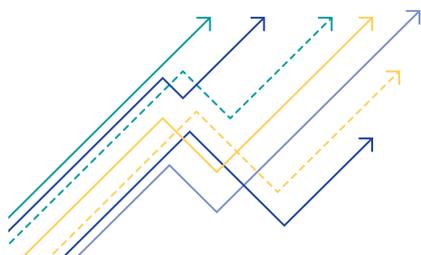
**Danica Cullins**  
Senior Vice President, SupplySide



## RESULTS

Brilliant Workplaces was engaged in February, and with their strategies, the SupplySide community **grew by 7% from June-Dec** of that year.

All webinars moved to LinkedIn, resulting in **a 400% increase** in engagement with more than 100 viewers and an average of 10 questions per session.



## AUDIENCE INSIGHTS

Using a blend of in-person customer interviews at the SupplySide show and on-line customer surveys, Brilliant Workplaces confirmed the industry's desire for community and communication throughout the year. Additional research showed that while digital engagement was needed, a new or different platform was not desired; they preferred connecting further with already available platforms, such as LinkedIn.

## STRATEGIC APPROACH

Brilliant Workplaces led a project team to develop an overarching strategy to increase brand loyalty, community and engagement. The project team was considered an "intrapreneurial group", gaining customer insights and performing rapid content and engagement experiments on different social and marketing channels to engage audience members.

## TACTICS

- Developed and deployed an audience survey to determine community needs, frequency, channels and content gaps.
- Using survey data, created a qualitative interview guide and performed customer interviews at the SupplySide show to verify and gain deeper insights and fresh ideas from the audience.
- Led intrapreneurial team in developing a strategic roadmap for engaging community members  
Created strategic objectives for additional internal research for deeper audience insight for a community as a product.
- Oversaw the launch of a unified content hub, encompassing all SupplySide sub-brands, as part of a robust Community Engagement Plan. The website was previously used for event login and could now connect audiences across all channels with editorial, educational and trade show information, utilizing LinkedIn, Instagram, email newsletters, media outlets, virtual and live events.
- Developed a Marketing Strategic Plan to increase captured leads and engaged audiences. Strategic steps for Q1 and Q2 included expanded social media output with a focus on newer trends.
- Optimized messaging and newsletter, focusing the content while testing and analysing data points.
- In conjunction with the content and marketing teams, created a webinar series educating on industry trends.