

CASE STUDY

Topcon: Virtual Expo

A focus on strategic thinking and quick implementation, led to the creation of a new sales channel for a global medical systems provider in 14 days after a marketing event crisis.

A globally-oriented business, Topcon is focused on developing solutions towards solving societal challenges in the mega-domains of healthcare, agriculture, and infrastructure.



The Challenge

Reaching customers, capturing leads, and generating sales after sudden market turmoil.

Companies relying on expos, trade shows and conference circuits were greatly affected when those events were cancelled due to COVID-19. The health risks have spurred hundreds of cancellations, causing tens of millions of dollars in losses. One of the main channels for client outreach for Topcon is presenting their products at conferences and expositions. Because the event was cancelled, they immediately needed a solution that would allow them to display their products, capture lead information, and reach their targeted sales goals.

On the evening of March 9, 2020, Topcon reached out to Crowd Favorite and alerted us to the cancellation of their upcoming expo; the 'Vision Expo East' was meant to take place on March 26-29, 2020.

Understanding the importance of this expo for Topcon, Crowd Favorite immediately began discussing possible alternatives to mitigate the loss due to the canceled event.

In less than 24 hours, the team held a workshop, strategized, and architected a new platform for Topcon to host their own digital expo that could be delivered in two weeks. Where Topcon could showcase their products, interact with their visitors, and facilitate lead generation.

Within 48 hours of the initial call, the solution had been determined, agreed upon and the plan was set into motion to deliver a solution by the time of the original expo.



The Solution

Topcon and Crowd Favorite worked closely together in a couple of days to lock down the scope.

Recognizing the urgency due to the uniqueness of the circumstances, Crowd Favorite's team utilized guerrilla-style project management internally and with Topcon to gather the information needed to execute the project in a condensed time frame.

The solution focused on two key areas:

- Creating an environment for Topcon to capture visitor's information, connect with them and link them to their sales team
- Showcasing featured products with engaging interactive content to replace the in-person feeling of the cancelled expo

Time was a limiting factor in this project, and delivering a minimum viable product (MVP) was top priority. This ensured that Topcon was able to create content for a product page, while Crowd Favorite was still working developing other areas of the new platform.

Crowd Favorite created a registration page to capture key information from the site visitors, which was then captured in Salesforce through the site integration.

A site chat function was added, allowing the Topcon sales team the ability to interact immediately with the visitors. This created a personalized user experience for the site visitors, similar to that of attending the expo.

The individual product pages allowed the Topcon team to display product information such as specification, videos, image galleries, as well as capture interest in those products. The site also included customized forms for lead generation and outreach purposes for future opportunities.

All the sites were built on top of WordPress, allowing us to create integrations with numerous systems and have a platform that can be built upon and repurposed over time for future events and marketing needs.

Working against a very aggressive timeline

Day
1

Topcon calls Crowd Favorite about cancelled event

Day
2

Topcon & Crowd Favorite workshop a solution

Day
3

Agreement is made on solution and contract is signed

Day
5

Project kickoff

Day
7

Design completed & approved

Day
9

Registration is launched

Day
14

Topcon's website is live, accepting orders, chatting with clients- all in time for the original day of the expo

The Results

Partnering together, Topcon and Crowd Favorite were able to **turn a loss into an opportunity.**

During times of uncertainty, decisive action is important; the responsiveness of the Crowd Favorite team, contributed to the positive results for Topcon. The digital expo platform was able to generate the following audience and sales for Topcon in the two day period.

0 to **354**
Registered Users
From **31** countries

0 to **521**
Unique Visitors
Many attendees returning multiple times

0 to **132**
Total Chat Sessions
Distributed over multiple agents

0 to **\$250k+**
Estimated Opportunities
Continuing to increase as sales reps update

“To say today was a success is a vast understatement. What you helped us accomplish is truly fantastic.”

Ken Roberts
Sr. Manager, Global Marcom
Response to success of the digital expo

Understanding the changing environment, Topcon’s adaptability allowed for a digital transformation that created an opportunity to showcase their products, interact with potential clients, and create a new channel of lead generation independent of external expos.

The solution by Crowd Favorite was successful and the entire project, from ideation, design, and testing to final approval and deployment, was completed in **14 business days.**

The success of this project mitigated losses from a cancelled event and generated excitement for supplementing events with a custom digital experience. Crowd Favorite and Topcon are continuing their partnership to advance the digital transformation and user experience for Topcon and their clients.

