

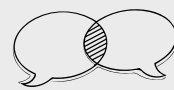


# TVA's MEDIAbliTZ Case Study

- **Client**  
Jeffery Goddard
- **Niche**  
TV Media Ads & Marketing
- **Year**  
2021-22
- **Website**  
<https://tvamediagroup.com/mediablitz>



16338  
Prospects



596  
Conversations



11  
Appointments

## Customer Story

TVA's *MEDIAblitz* is a full-scale, orchestrated media assault that blasts your message across 20,000+ TV, Radio, Print, Airline, and Social Media outlets for 3-6 months. It is designed to build brand awareness and solid ROI for clients via a national broadcast, cable, satellite, print, radio, digital, social media, and PR campaign, reaching nearly every household in the country.

TVAS MediaBlitz faced marketing hurdles such as limited audience reach, low engagement, and ineffective campaign strategies hampering their success.

Uncover TVA's MediaBlitz's journey as they tackle marketing challenges and leverage Exotto's solutions for remarkable success and amplification.



In six months, EXOTTO helped TVA's MediaBlitz to create a pipeline of continuous, compelling prospects.

## The Challenge

- ✓ Expand their audience and reach new decision-makers in the TV-Media industry.
- ✓ Engage with people looking for cost-effective ways to get their product or service in front of millions of potential customers.
- ✓ Build national brand awareness and potentially generate massive sales revenue.

## The Solution

- Launched multiple prospecting campaigns on LinkedIn and Email.
- Did A/B testing to optimize creativity and identify the best approach to drive the highest CTR and conversion rates.
- Targeted the right audience: CEOs, Presidents, CMOs, Marketing Directors, SVP or VP of marketing/advertising/sales, Brand marketing managers, Brand strategists, Directors of brand marketing, Directors of brand strategy, Chief Growth Officers in the US, CANADA AND the UK.

## The Results

- 11 Appointments
- 596 Conversations
- 16338 Prospects Outreached