

# TVA'S MEDIABLITZ CASE STUDY



**16338**  
Prospects



**596**  
Conversations



**11**  
Appointments

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

## Customer Story

TVA's MEDIAbliTZ is a media campaign designed to deliver powerful brand visibility and a strong return on investment. Therefore, for the past 10 years, they have used the MEDIAbliTZ technique. It works by putting an advertisement in more than 20,000 television and radio stations, print and airline publications, and social media accounts for 3 to 6 months. This is in addition to supporting national broadcast, cable, satellite, digital, and PR activities that ensure the presence of media in almost every household in the country.

Even with all this media coverage, TVA's MEDIAbliTZ was still unable to reach the full potential of its offering and ended up facing significant challenges such as audience engagement and ineffective campaign strategies.

Then, TVA's MEDIAbliTZ overcame these obstacles by collaborating with Exotto. They both followed innovative approaches and achieved remarkable outcomes.

## The Solution

- **Multi-Channel Prospecting:** Exotto conducted a series of LinkedIn and email campaigns meant for high value prospects.
- **Optimized A/B Campaign Testing:** Exotto's A/B Campaign testing modified the campaign until they obtained the required click-through rate (CTR) and other conversion metrics.
- **Outreach Focused on Key Decision Makers:** Exotto directed its consideration on a selected group of people, specifically CEOs, CMOs, Marketing Directors, Brand Strategists, and Chief Growth Officers across the United States, Canada, and The United Kingdom.

## Challenge

- **Expand Audience Engagement:** TVA's MEDIAbliTZ needed to grow its influence and market share by targeting new decision-makers in the media industry.
- **Effective Engagement With Prospective Firms:** They were looking to engage with businesses looking for cheaper ways to market their products or services to millions of potential clients.
- **Establishing a National Brand:** The end goal was to increase their effectiveness, gain credibility, and create new channels to create high sales revenue.

## The Results

- 11 Appointments
- 596 Conversations
- Outreached 16338 Prospects

“ *By partnering with Exotto, TVA's MediaBlitz conquers marketing challenges, achieves outstanding results, and amplifies its success to new heights* ”