

Headquarters: Toronto, Canada

Industry: Asset Management

Company Size: 1000+ employees

BrightTALK Channel: BMO Global Asset Management

Case Study

Challenge

For many marketers, including the team at BMO Global Asset Management, balancing the art and science of modern marketing can be complicated. Demonstrating ROI and proving how marketing efforts contribute to the bottom line are among the chief marketing challenges at BMO Global Asset Management.

Solution

To address this challenge, the team decided they needed a tool that could easily connect the dots between the content they were creating and the impact it was having on the business.

Their search led them to BrightTALK, a tool with vast adoption amongst finance marketers in Europe. “Most of the biggest asset management companies are on BrightTALK, so we’d be missing out if we weren’t,” said Saule Andriuskeviciute, Channel Marketing Manager at BMO Global Asset Management.

Using the powerhouse combination of BrightTALK’s demand generation and video services, BMO Global Asset Management have seen impressive results and established themselves as thought leaders in their space, drawing more than 1,300 subscribers to their channel in just one quarter.

Results

Improved reporting and analytics. Demonstrating ROI was one of the top challenges for the marketing team. As such, BMO Global Asset Management needed a tool that would make this process seamless. Andriuskeviciute found that accessing and analysing key reports (i.e. pre-registration rates, audience engagement data, etc.) with BrightTALK is simple and effective.

Exposure to new and relevant audiences. Tapping into BrightTALK’s community of 4+ million professionals has been an important difference maker for BMO Global Asset Management. The team leverages webinars and videos to attract and engage their target audiences.



We found that BrightTALK is a crucial platform to get our content out there and gain more audience.

Stronger marketing and sales alignment.

According to Andriuskeviciute, earning the buy-in of their sales team was another significant benefit of implementing BrightTALK. Sales reps quickly saw the quality of BrightTALK leads, they were highly supportive of the marketing team’s investment. “It’s a huge step forward,” said Andriuskeviciute.

BMO Global Asset Management is a global investment manager delivering service excellence from 24 offices in 14 countries to clients across five continents. Including discretionary and nondiscretionary assets, BMO Global Asset Management had more than USD \$244 billion in assets under management, as of July 31, 2015.