

**Autodesk's Situation:**

With a launch of an updated version of one of its flagship products, Autodesk needed the right marketing approach to generate excitement about the launch of an updated AutoCAD Civil 3D. With customers demanding in-depth product information in making software purchase decisions, Autodesk needed to provide information that educated civil engineers about how this new software can meet their current road design challenges.

- ❑ **But how could Autodesk reach their targets?**
- ❑ **Once reached, how can viewers be informed and engaged to make the right purchase decision?**
- ❑ **How can advocates help spread the word about this exciting product?**

*Viewstream deployed a complete content marketing strategy to ensure a successful launch.*

**Viewstream's Solution:**

Viewstream created a custom, end-to-end content marketing solution that provided valuable product information and allowed for easy sharing by customers. Viewstream developed an **engaging and informative screencast** about AutoCAD Civil 3D. To drive viewers to the presentation, Viewstream also created an **easily-shared promotional online video** and designed a **banner ad campaign targeting specific prospect segments**. This complete, end-to-end approach works because it focuses on the following key components:

- ❑ **Content**  
The interactive screencast provided valuable information that customers can use. **The presentation offered more than marketing—it offered knowledge and expertise.**
- ❑ **Story**  
Using the 'Road Ahead' theme, this campaign was **engaging, entertaining and educational, with training content worth thousands of dollars.**
- ❑ **Targets**  
Attractive, animated banner ads were created and strategically placed on sites visited by target prospects. Banners included attractive animations and a **clear CTA**—to view the screencast.
- ❑ **Social Media/Sharing**  
The brief promotional video was **made available on YouTube and other social video sites** so customers and prospects can easily share the information with others.
- ❑ **Metrics**  
All actions on the screencast, including chapter navigation and CTA clicks, are **tracked for accurate ROI analysis.**

**AutoCAD<sup>®</sup> Civil 3D<sup>®</sup>**

<http://www.adskmedia.com/theroadahead>



Viewstream created an engaging and informative screencast about AutoCAD Civil 3D.



Viewstream developed an animated banner campaign that offered a clear CTA.

To view the AutoCAD Civil 3D Screencast, visit: <http://www.adskmedia.com/theroadahead>