



Case Study: End-to-End Campaign & Event Delivery – Promotional Communications & Thought Leadership

The objective of this case study is to demonstrate my capability to design, develop, and deliver integrated promotional campaigns that engage niche audiences, foster thought-leadership, and extend brand influence through multimedia, feature publishing, and event management. This case study outlines the steps undertaken in a 2021 campaign for Systematiq, targeting graduates in Engineering and Army leavers transitioning to civilian roles.

By anchoring promotional communications to authentic staff stories and thought-leadership initiatives, this case study demonstrates my capacity to deliver innovative campaigns that not only engage but also build long-term professional credibility and influence.

The Client



Systematiq is a boutique procurement firm operating a talent pool of high-performing Systems Engineers, Specialist Data Analysts and Educators all around Australia, and the world, from offices in Melbourne CBD. Systematiq specialises in finding and placing high-quality intellectual talent in key operational fields throughout Australian Defence and Infrastructure industries. Other offerings provided include full-service tender and grant submissions, managing the complete procurement cycle.

The Campaign

This case study outlines the content strategy and execution plan I developed to help Systematiq establish a presence on newly created social channels, with a primary focus on LinkedIn. Prior to this initiative, Systematiq had not implemented a structured content strategy or engaged a dedicated content producer for recruitment marketing.

Measurable campaign objectives included:

- Engaging engineering graduates and ex-Defence personnel through authentic staff storytelling.
- Tracking engagement metrics such as click-through rates, comments, shares, profile views, and follow-up enquiries.

Broader strategic objectives included:

- Positioning Systematiq as a credible thought-leader in a competitive Defence and Infrastructure market.
- Building the organisation's digital profile and employer brand by showcasing a culture that invests in and nurtures ambitious talent.



Campaign Lifecycle

1. Pre-Planning & Strategy

- **Audience analysis:** Identified target segments (graduates + Army leavers) and mapped their key motivators (career transition, mentorship, leadership opportunities).
- **Message development:** Crafted central campaign narrative: “Systematiq as a trusted career pathway supporting growth, leadership, and defence industry impact.”
 - Using ‘**Show, Don’t Tell**’ principles, I chose an awards and promotions ceremony to demonstrate Systematiq’s genuine commitment to nurturing staff talent with tangible incentives. The video content, pod cast content and feature article were tied to recent promotions and awards both within and without the organisation. The goal was to demonstrate industry relevance, organisational performance and pathways for potential recruits.
- **Channel mapping:**
 - LinkedIn (primary platform for professional credibility & discussion)
 - Infrastructure Magazine (industry readership, long-form credibility)
 - Podcasts (deeper storytelling, staff voices, authentic leadership perspectives)
- **Stakeholder engagement:**
 - Internal staff buy-in secured for participation (interviews, videos, podcasts).
 - Approval pathway defined: featured staff → line manager → client(s) → Monkey Media editorial.
- **Content objectives:** Drive awareness, stimulate LinkedIn discussion, convert engagement into profile visits, connection requests, and enquiries.
- **Logistics:** Scheduling of interviews, approvals, media liaison, and coordination of external publication timelines.

2. Content Creation & Production

Video Campaign

- Conception:
 - Narrative structure: moving, demonstration of employees celebrated and celebrating offering humanistic, 'unscripted' and 'behind-the-scenes' feel' so audiences can imagine themselves as the featured employees and feel connected to the real organisation's attitude to nurturing staff.
 - Tone: authentic, professional, personable.
- Production:
 - Shot on iPhone for agile production.
 - Edited in iMovie with branded overlays and subtitles.
 - Systematiq had no existing video content process or software – the purpose of delivering this content using only freeware was to demonstrate ease of production and ultimately to encourage a culture of catching moments at work or at professional events for all staff members who were initially wary of creating personal content.
- Delivery: Released across LinkedIn with supporting copy, timed for highest engagement windows.

Podcast Development

- Concept: Showcase stories from current and newly promoted associates as well as female Defence leaders within the organisation.
- Logistics:
 - Secured talent and managed recording schedules.
 - Drafted Q&A prompts to encourage flow while retaining editorial focus.
 - Provided all sound and editing equipment and managed full production cycle.
- Post-production: Ensured clarity, branded introduction/outro, and upload across accessible platforms.
 - Published initially using Spotify's free podcasting platform and links distributed via EDM newsletter and socials as well as encouraging staff shares.

Feature Article

- Content development:
 - Conducted an in-depth interview with senior female Defence leader in Navy and key Victorian infrastructure projects.
 - Audio recording of interview.
 - Drafted article for external publication highlighting career pathways, leadership, and sector insights.
- Approval cycle: Managed multiple stakeholder approvals: staff, line manager, clients, Monkey Media editorial team.
- Publication: Released via Infrastructure Magazine, aligning timing with video/podcast drops to maximise cross-channel reinforcement.

3. Event Delivery – Specialist Thought Leadership

As part of the campaign, I coordinated an intimate industry event celebrating Women in Defence Leadership:

- Pre-event planning:
 - Invitations design and distribution (EDM campaign outreach).
 - Guest list management.
 - Catering arrangements (including hosting a curated lunch).
- Content preparation:
 - Developed talking points for the honoured guest.
 - Scripted potential Q&A prompts to guide post-lunch panel discussion in case organic flow faltered.
- On-the-day: Oversaw setup, supported guest speakers, and ensured flow of proceedings. Captured video segments and photography for socials.
- Post-event: Circulated highlights internally and externally to extend thought-leadership impact.

4. Campaign Analytics & Evaluation

- Video:
 - Reach & impressions (unique vs internal staff).
 - Engagement metrics: reactions, comments, shares.
 - Viewership analytics: completion rate, average watch time, drop-off points.
- Podcasts:
 - CTA performance: profile visits, connections made, click-through rates.
 - Conversion effectiveness: medium-format listening (~15 mins) proved most successful.
- Articles:
 - Review of comment threads for tone, accuracy, alignment with brand voice.
 - Audience feedback on staff stories.
- Event feedback:
 - Qualitative feedback from attendees and panel participants.
 - Engagement captured through follow-up discussions and ongoing networking.
 - EDM opt-in survey sent to guests post event.

5. Recommendations Post-Campaign

- Increase staff participation in story telling: Analytics showed higher engagement when staff stories and personalities were featured.
- Amplify podcasts: Medium-length conversational content yielded stronger CTAs and long-term engagement.
- Blend channels for momentum: Using social posts, feature articles, and events in tandem provided layered touchpoints for different audience preferences.
- Leverage thought-leadership events: Hosting targeted, intimate gatherings with prepared content (talking points, Q&A guides) provided credibility and positioned Systematiq as a confident leader in Defence and Infrastructure discourse as well as positioning them publicly aligned to supporting women in business and leadership.

Conclusion

This campaign demonstrates my ability to:

- Strategically plan and deliver an integrated communications campaign.
- Develop multimedia content (video, podcast, feature articles) tailored to niche audiences.
- Manage complex stakeholder approvals with professionalism and accuracy.
- Deliver specialist events with end-to-end oversight (content, logistics, guest preparation).
- Evaluate campaign performance using both quantitative analytics and qualitative engagement insights.