

Mojenta Drives 25% Increase in Event Attendance for the CCA

The Cloud Communications Alliance saw a spike in member satisfaction and overall increase in event attendance and leads.

The CCA - the largest global not-for-profit organization that represents the interests of hosted communications providers - assessed many agency options in the marketing industry to congeal its messaging strategy, and then it found Mojenta.



The Challenge:

The CCA wanted to create consistent messaging and a refined brand image that would make existing members feel heard and valued and prospective members engaged to join. The group was looking for:



A marketing firm that could connect with cloud leaders.



A strategy to regularly communicate with members and build a cadence with prospective ones.



Consistency in brand - from aesthetics to tone and voice.



A way to demonstrate the value of the CCA's membership through messaging that attracts new members and supports existing ones.

“ We needed a firm that could connect with our side of the cloud communications business. That’s why Mojenta was our choice.

- Joe Marion, President, CCA

The Action:

Mojenta conducted a branding and onboarding process to establish a roadmap for the CCA's outreach and representation. Mojenta then:

- 1 Wrote and designed a new website that creates visual and written consistency in the CCA's brand.
- 2 Managed event promotion of the CCA's multiple annual forums for cloud communication leaders around the world.
- 3 Created an industry-first book of original cloud communications research to publish CCA data on the shifts in the market from 2019-2020.
This book accounted for **56% of the total leads driven** through the CCA site during Q1-Q2 2021.
- 4 Implemented a regular, education-driven social media strategy that resulted in a **70.39% increase in social-referred leads** to the website.
- 5 Overtook management of the CCA's email strategy and drove visual and messaging consistency across it.

“ Dealing with an association is like herding cats. Creating a cohesive messaging strategy is not an easy mission, and Mojenta has accomplished that.

– Joe Marion, President, CCA

The Result:



Thanks to Mojenta, the CCA has seen an **overall 25% increase in event attendance.**



The first event Mojenta worked on for the CCA resulted in **double the attendance from previous events.**

“ Member satisfaction has never been higher – a direct result of our image refinement with Mojenta.

– Clark Peterson, Chairman, CCA

“ We are getting our money's worth with Mojenta. It is not an expense, it is an investment in growth, and it's money well spent.

– Joe Marion, President, CCA