



MulberryMC *Making business to business personal*

IRONPLANET

Canadian market expansion



Challenge

IronPlanet, a leading online marketplace for buying and selling used heavy equipment, has sold more than \$4 billion of used equipment and has built an audience of more than one million registered users worldwide. Following the appointment of a new managing director in Canada, IronPlanet sought a way to build awareness for the business among buyers and sellers throughout this key market.

Strategy

Mulberry executed a press tour and organized networking events throughout Canada, which would allow key executives to deepen relationships with key media contacts, position themselves as industry thought leaders, and interact with current and potential customers.

Mulberry was responsible for event planning, coordination and research, outreach to business and trade publications, and onsite support for media interviews and networking events in Vancouver, Calgary, Toronto and Montreal.

Results

During the tour, IronPlanet's executives met with 11 Canadian publications, which resulted in articles and interviews with The Edmonton Journal, Supply Post, Equipment Journal, Publiquip, Infrastructures, On-Site and others.

The executives were also able to interact directly with dozens of equipment buyers and sellers to highlight how IronPlanet differentiates itself from other equipment marketplaces.