

SiriusXM Media triples its client meetings with scheduling automation



SiriusXM Media is the media group that provides advertisers with exclusive access to audio's most dynamic portfolio, spanning live and exclusive content on SiriusXM, streaming experiences on Pandora and SoundCloud, and the most celebrated stars and beloved hosts across SiriusXM Podcast Network, the largest collection of podcast networks and studios, *representing the largest digital audio advertising ecosystem in North America.*

Given its impressive breadth of coverage, there's no wonder why SiriusXM Media is the go-to destination for audio advertising. However, advertisers don't just recruit themselves. According to Nicole De Santis, Associate Director of B2B Events and Experiential Marketing, that's where the all-important client engagements come into play.

“

My role is to educate the market on SiriusXM Media and enable business growth through prospect and customer engagements,” she explained. “We always want to make sure we're prioritizing engagement, through multiple client touchpoints.”

Challenge

Events are essential to SiriusXM Media's client engagement strategy. As part of the experiential marketing team, De Santis and her colleagues participate in numerous events throughout the year. However, five tentpole events stand out among the rest:

1. CES
2. IAB Podcast Upfront
3. Cannes Lion
4. Podcast Movement
5. Advertising Week

"We have key performance indicators for each of our events," De Santis said. "It's really about educating our customers and prospects with every engagement touchpoint leveraging our media experts and executives."

These engagements give SiriusXM Media a chance for sales to engage with advertisers while showcasing the platform's content and creators. For an event like the Cannes Lions Festival, the company aimed to complete at least 75 total client engagements. Of course, this requires an efficient scheduling process. However, according to De Santis, her team's spreadsheet-based workflow was too complex to scale and manage effectively.

"Our primary tool was Google Sheets," she said. "We would create different time blocks on a first-come, first-serve basis. We'd indicate what slots were open, and once they were requested and confirmed by the team, I'd mark them as booked."

This manual process was ineffective. With just one person managing it, the workflow wasn't scalable, which meant SiriusXM Media could only schedule so many meetings per event.

"I'd get numerous emails and would have to check my inbox at all hours," De Santis added. "Did I miss a meeting request or change request? Did someone override what I put in the spreadsheet?' Keeping up with the volume and demand was challenging."

Solution

Tired of her manual process hindering performance, De Santis decided to find a new solution. This time, she knew the only way to make her team more efficient was to deploy an automated scheduling software.

Fortunately, she didn't have to look too hard. Having heard about Jifflenow through the grapevine, De Santis knew exactly what to do next.

"I have several partners in the industry who utilize Jifflenow," she said. "Just hearing about its capabilities and how they could make our scheduling workflow more efficient and error free was really refreshing to hear. So putting it into practice was SO beneficial."

Results

SiriusXM Media most recently used Jifflenow's [eEvent software](#) at Cannes Lions 2023, one of its most important conferences of the year. Initially, the company's internal teams were skeptical about introducing a new solution.

"Teams can be hesitant with new systems or tools," De Santis explained. "We decided to simplify it for our internal teams, explaining the value of using Jifflenow eEvent software and how it's set up to help them manage not only client engagements but their own schedules. At first, there was some hesitation. But after Cannes Lions, they realized just how many benefits there were."

The team had a goal of 75 client engagements. So, how'd they do?



“75 total was our number, but I know we accomplished triple that,” De Santis said.

Another feature she enjoyed was the ability to automatically congregate all key metrics in one place. “Our manual post-event tracking process used to be very time-consuming,” she added. “Having all metrics from a post-event perspective in one place is so beneficial for the company and our team.”

With client analytics in hand, De Santis can look back at past conferences and use the accumulated insights to improve performance and plan for next year’s events, where they plan to continue using JiffleNow’s eEvent software. Now, having witnessed the power of automation, she has advice for her fellow event marketers:

“Sometimes you get stuck in the processes you already have in place. Don’t be afraid to take the time to onboard a new tool and learn a new system,” she said.



Sometimes you’re hesitant to create new processes because others may not adapt. But, with a platform like JiffleNow, you’ll increase efficiency and have an automated solution that will make your and your teams life so much easier. Trust me!”

Ready to harness the capabilities of robust meeting scheduling automation software?

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