FINALIST 2013
B2B AWARDS

Category number: 16

Category name: Best SME-Targeted Campaign

Programme/initiative name: KeyedIn PSO Launch Campaign

Agency: Marketing Options International

Brand or client: KeyedIn Solutions

URL or microsite: www.keyedinpso.co.uk

Word Count: 990



Summary

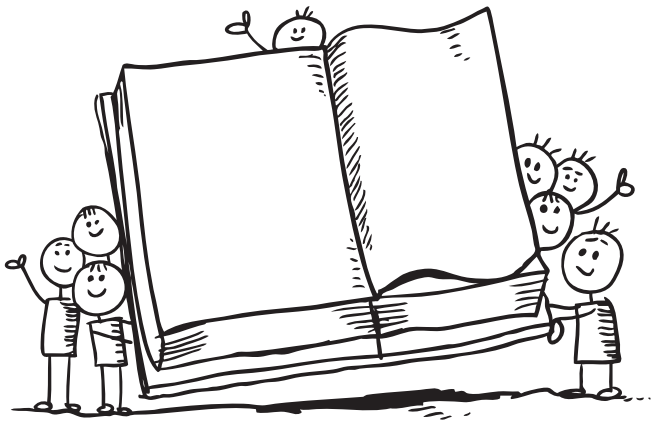
In 2012 KeyedIn Solutions was a new, unknown brand with a compelling, Cloud-based project management system (KeyedIn Projects) for SMEs in the Professional Services industry. One of its core business objectives was to drive brand awareness in the UK market and quickly start to generate leads and sales pipeline to the value of $400,000USD over a 6-month period.

The UK marketing director for KeyedIn turned to Marketing Options International (MOI) to plan, design and develop a high-impact multi-channel campaign that would raise brand awareness and generate high-quality sales opportunities.

MOI devised and rolled out a six-month campaign plan consisting of integrated marketing communications delivered online and offline. This included direct mail, email, telemarketing, blogs, social media, media advertising and live webinars. A central, content-rich microsite was also created to capture leads and provide lead nurturing content to help interested buyers with their decision-making process.

Within the first six months (October 2012 - March 2013), the campaign had resulted in 933 marketing qualified leads (MQLs) converting to 102 sales qualified leads (SQLs). This has delivered a sales pipeline to date worth $600,000USD (£395,000), representing a 400% ROI and far exceeding the client's revenue objectives.

Word count 193





About the Client Company

KeyedIn Solutions was established in 2011. In February 2012 it acquired project management software vendor Atlantic Global with the aim of launching into the project management software market.

Strategy

In 2012 KeyedIn Solutions was a new, unknown brand with a compelling, Cloud-based project management system (KeyedIn Projects) for small and mid-sized Professional Services Organisations (PSOs).

Creating awareness of KeyedIn Projects and quickly starting to generate sales pipeline were top priorities. With the buying decision for project management software typically taking 3-6 months, KeyedIn Solutions not only needed to make prospects aware of its product, but also needed to stay front of mind throughout the decision-making process.

KeyedIn Solutions turned to MOI to design and deploy a high-impact marketing campaign that would generate leads and nurture prospects from awareness through to sales hand-over.



Objectives of the Campaign

- Deliver an integrated lead generation and nurture campaign to create awareness of KeyedIn Projects and achieve 500 marketing qualified leads (MQLs).
- Convert MQLs into sales pipeline worth $400,000USD by March 2013 through lead nurturing content and tele-qualification follow up.

The Target Audience

The target audience is project managers and LOB heads in UK professional services organisations of 50-200 employees.

- From management consultants to creative agencies and HR consultancies, all engage with clients on a project basis and need to maximise the efficiency, quality and profitability of each project.
- Organisations of this size are likely to be more open to using cloud-based software than larger counterparts.
- Some of the problems that plague project-oriented businesses, such as making efficient use of time and skills, and ensuring projects are delivered on time, can bite more deeply at smaller firms when they get it wrong.

This time-pressured audience is bombarded with messages from project management software vendors, so the campaign had to cut through the noise and articulate a competitive value proposition quickly and clearly.

Media, Channels, or Techniques Used

MOI devised a comprehensive six-month, multichannel campaign, with scoring criteria to gauge each prospect's level of interest during the campaign period. Campaign stages were:

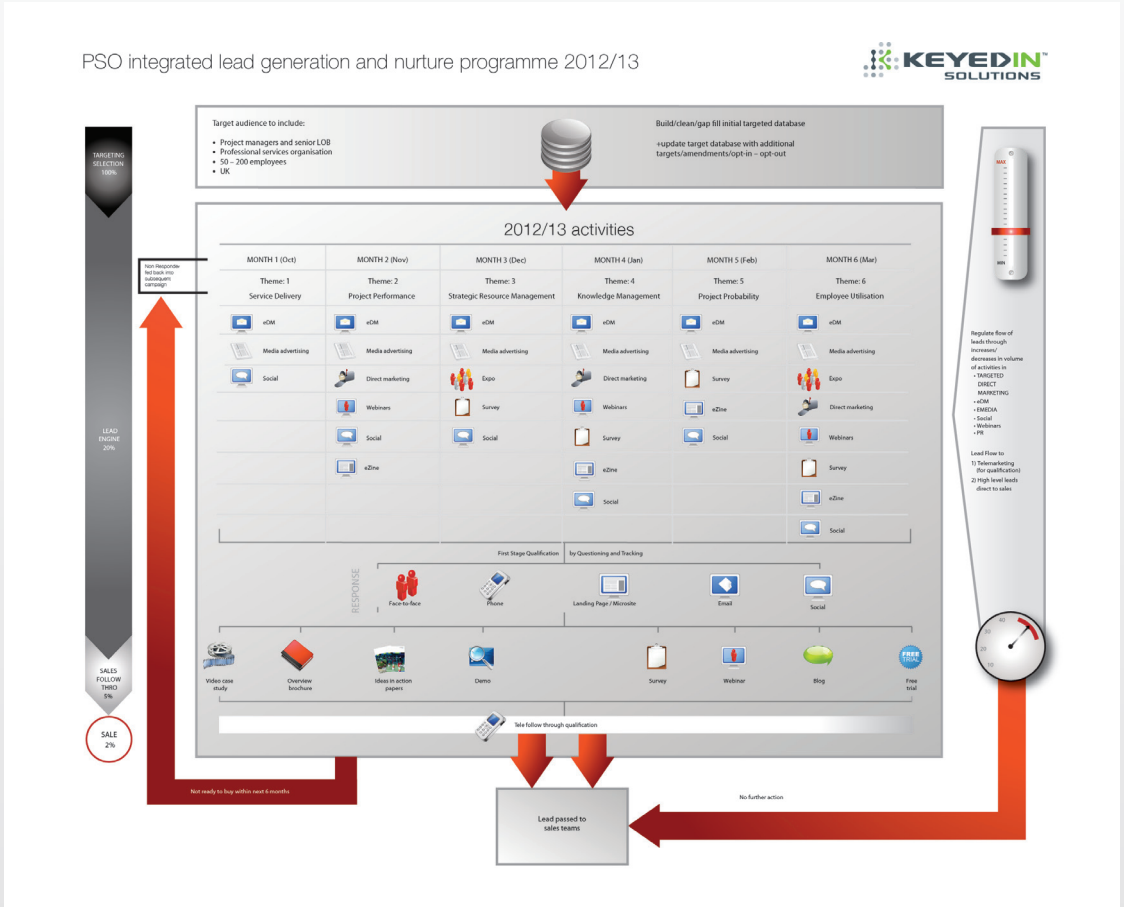
1. Data profiling, list building and analysis to create a **carefully targeted database of 10,000** SME prospects.

2. A **strategic messaging platform** articulating how KeyedIn Projects addresses the challenges of small and midsize PSOs and why it's superior to competitor offerings.

3. A **professional and impactful creative identity** to grab attention and improve brand recognition.

4. **A six-month integrated lead generation and lead nurture campaign** divided into monthly themes and delivered through multiple channels to maximise reach, impact and recognition.

5. **Lead tracking and qualification for follow up** using Silverpop CRM to track and score leads based on interaction with the campaign materials and microsite. High scoring leads were passed to Sales, with medium scoring leads qualified further through MOI's telemarketing. Leads that expressed interest but were not yet ready to buy were re-entered into the campaign.



Please see appendix for full page version

Lead Generation: Communications ran from October 2012 to March 2013 and included:

- **6x monthly PURL email communications**, one for each campaign theme, with a CTA to visit a campaign specific microsite and engage with useful content to aid their decision-making process. Emails were mobile-optimised for maximum reach.



email communications

- **Personalised DM pieces** sent to KeyedIn's top 250 prospects.



- **Media Advertising** - web banners and print adverts promoting the product value proposition and microsite content.



Web banners

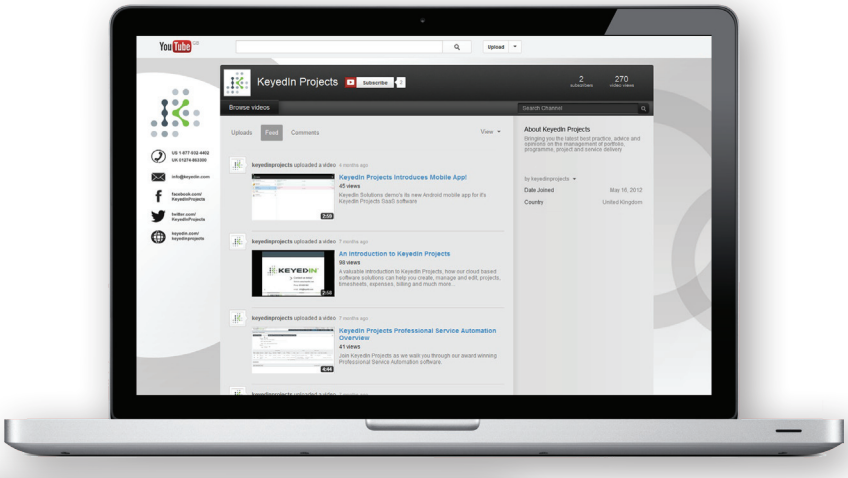
Print advert

- **Trade Exhibitions** – campaign-branded stands and collateral promoted at a number of PSO-focused events.



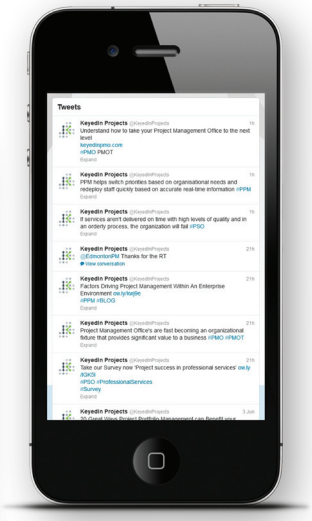
Exhibition pull-up banners

- **Social Media** (Twitter, Facebook, YouTube and LinkedIn) profiles to listen, engage, converse with prospects as well as promote key pieces of content.





Facebook



Twitter

- **Telemarketing** to 250 top prospects who received the DM piece or interacted with the microsite.

Lead Nurture: MOI created the following lead nurture content to support prospects with their decision-making process:

1. **A PURL-based microsite** with valuable and regularly-refreshed content, including:

   a. **Six 'Ideas in Action' guides**, corresponding to the six themes of the campaign, each one containing practical advice overcoming key project management challenges.



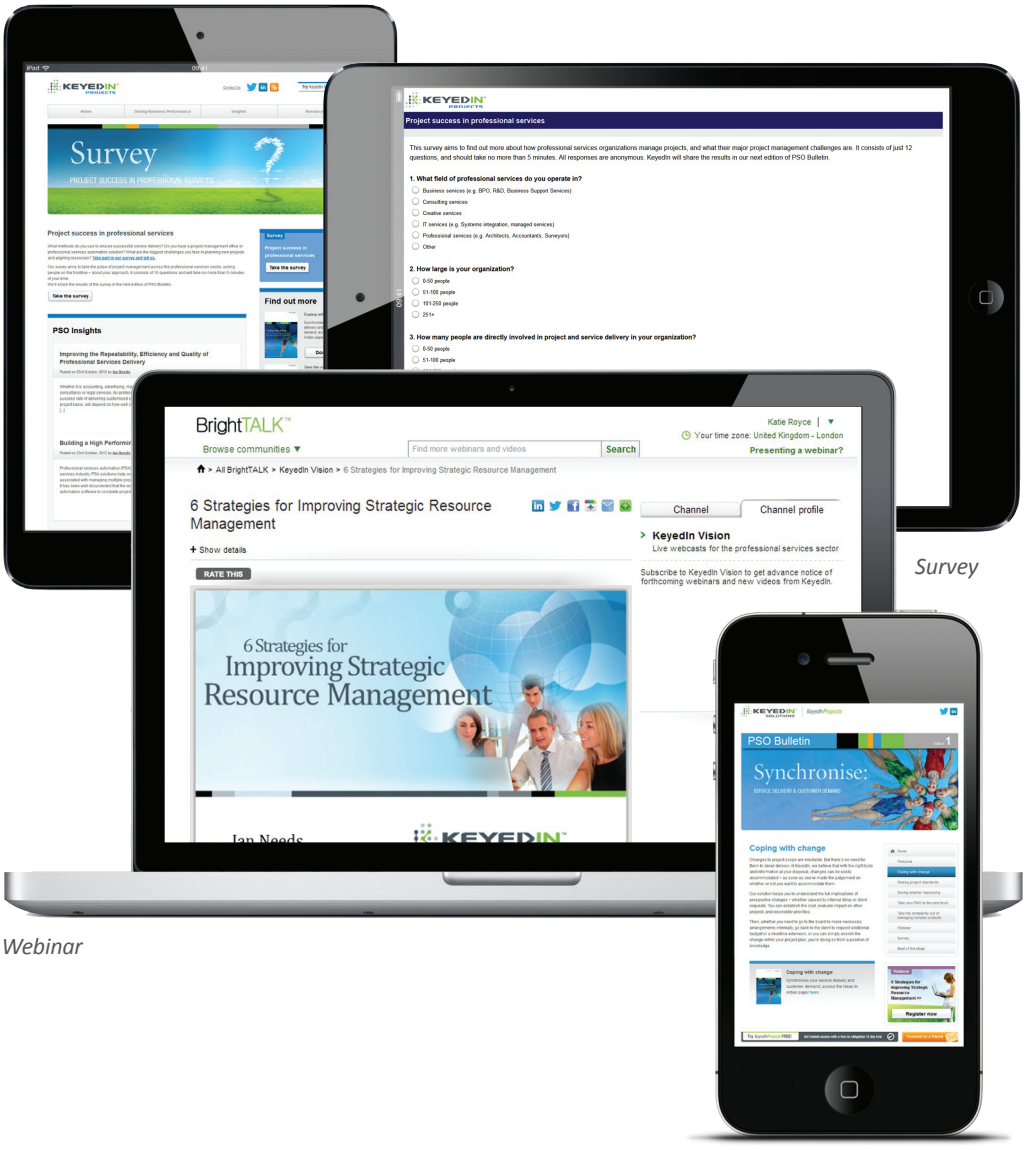
b. A **monthly blog** with expert advice on improving project management techniques.

c. **Online survey** to gather customer insight for future content.

d. **Product demos** and **free trial offers.**

2. **Two live webinars and Q&A sessions** with senior KeyedIn Solution executives, expanding on the themes explored in the Ideas in Action guides.

3. **Bi-monthly eZines** with thought-leadership articles on the latest topics impacting the PSO industry, helping to position KeyedIn Solutions as project management visionaries.



Survey

Webinar

eZine

Timescales of the Campaign



August-September 2012: planning and strategy

September 2012: build database, develop messaging and creative identity

October 2012-April 2013: rollout, analysis and reporting

Budgets (CONFIDENTIAL - NOT FOR DISCLOSURE)

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

39% of the target customer base (3,890 decision makers) interacted with the campaign communications during the six-month period. Results included:

- **3,008** unique opens over six PURL emails; **302** unique clicks.
- **54** downloads of the Guides promoted via DM pieces.
- **289** unique web banners clicks.
- **26** prospect meetings generated from trade expos.
- **70** qualified opportunities from telemarketing.
- **1,127** unique visits to the microsite, **6,802** page views, **52%** returning visitors.
- **683** downloads of the Ideas in Action Guides and Solution Brochure.
- **78** webinar attendees.
- **2,647** unique opens from eZines sent; **452** unique clicks.

After lead scoring was applied, approximately **933** of the leads became MQLs (marketing qualified leads). After tele-qualification follow-up was complete, the MQLs were converted into **102** sales-qualified leads (SQLs) passed to KeyedIn Solutions sales to close.

By March 2013, the campaign delivered a pipeline of **$600,000USD (£395,000) – a 400% ROI.**



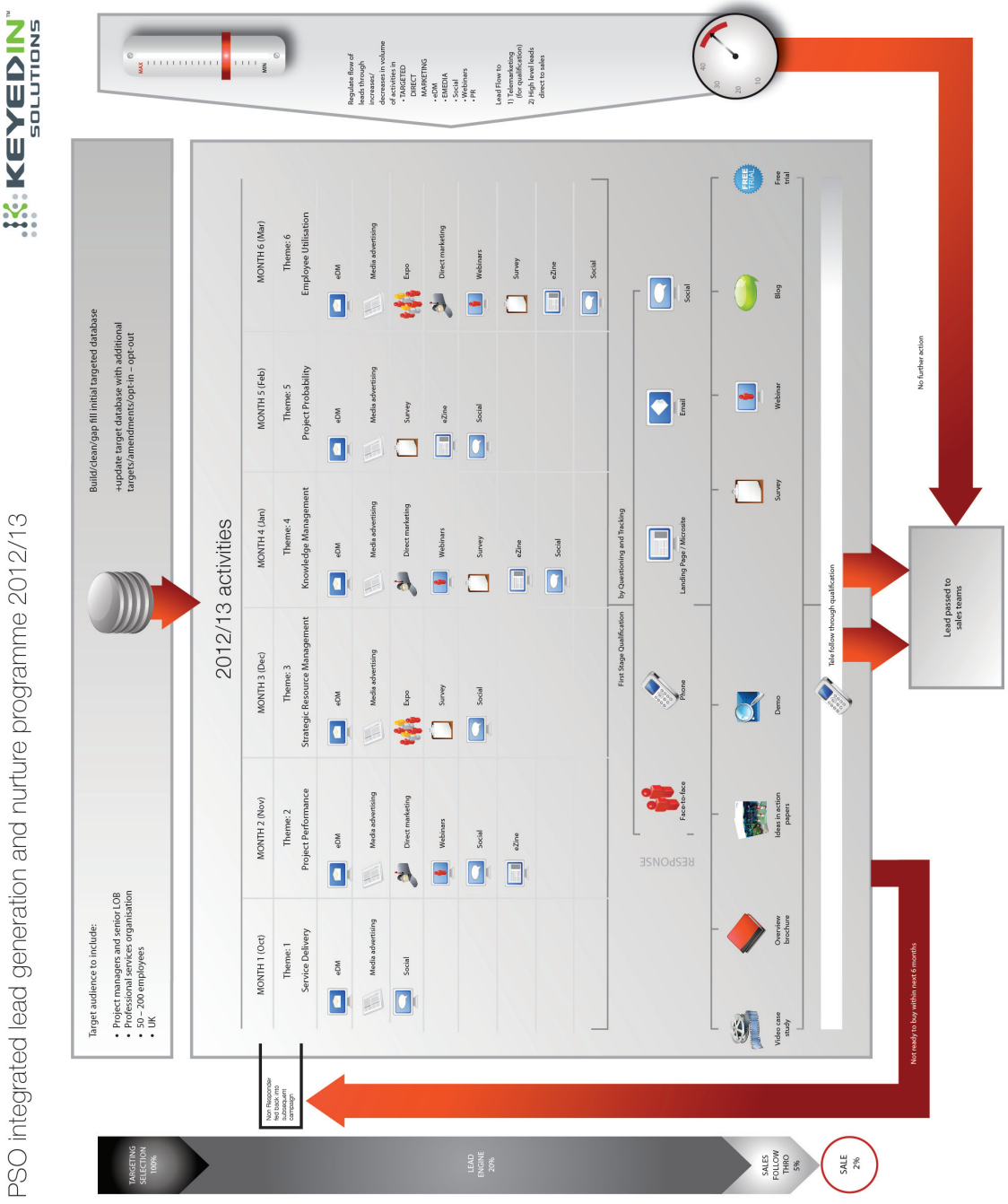
Client Testimonial

"MOI completely understood the challenge we faced and the needs of an SME audience. Throughout, they provided innovative marketing solutions and outstanding delivery capabilities. To date the campaign has delivered a sales pipeline of $600,000 and counting – a fantastic result."

Ian Needs, Marketing Director, KeyedIn Solutions



Appendix


PSO integrated lead generation and nurture programme 2012/13
KEYEDIN SOLUTIONS
Target audience to include:
• Project managers and senior LOB
• Professional services organisation
• 50 – 200 employees
• UK
Build/clean/gap fill initial targeted database
+update target database with additional targets/amendments/opt-in – opt-out
2012/13 activities
MONTH 1 (Oct)
Theme: 1
Service Delivery
MONTH 2 (Nov)
Theme: 2
Project Performance
MONTH 3 (Dec)
Theme: 3
Strategic Resource Management
MONTH 4 (Jan)
Theme: 4
Knowledge Management
MONTH 5 (Feb)
Theme: 5
Project Probability
MONTH 6 (Mar)
Theme: 6
Employee Utilisation
eDM
Media advertising
Social
Direct marketing
Webinars
eZine
Expo
Survey
Phone
Demo
Face-to-face
Ideas in action papers
Overview brochure
Video case study
Landing Page / Microsite
Email
Blog
Free trial
First Stage Qualification
by Questioning and Tracking
RESPONSE
Take follow through qualification
Regulate flow of leads through increases/ decreases in volume of activities in
• TARGETED DIRECT MARKETING
• eDM
• EMEDIA
• Social
• Webinars
• PR
Lead Flow to
1) Telemarketing (for qualification)
2) High level leads direct to sales
No further action
Lead passed to sales teams
Not ready to buy within next 6 months
TARGETING SELECTION 100%
LEAD ENGAGE 20%
SALES FOLLOW THRO 5%
SALE 2%