

B2B Marketing™
AWARDS 2012
FINALIST

Category 14: Best SME-targeted campaign

Getting Welsh Business Online (GWBO)
- for Google UK

by Culture Group

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Introduction

Getting Welsh Business Online increased the awareness of online marketing among small businesses in Wales over a 3 month period in 2012.

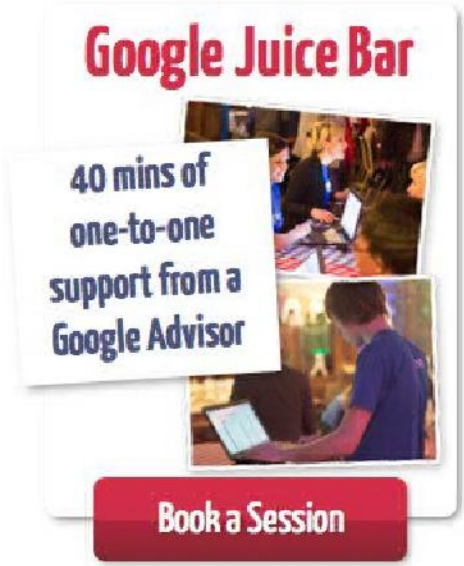


Why focus on Wales?-

- 60% of the 204,000 business in Wales are SMEs (2% above the UK average)
- As many as 40% of SMEs in Wales have no online presence
- 64% of these SMEs are located within an hour's drive of Cardiff

What were the goals?-

- Raise **awareness of the opportunity** that SMEs are missing if they don't market their business online.
- Offer **practical support** through one-to-one sessions and workshops, to help improve online marketing efforts.
- Engage partners to contribute and share content and advice, creating a **sustainable ecosystem** of support.



How was it promoted?-

- Launch event for 600 people ● >400 pieces of online content
- 20,000 pieces of (bi-lingual) literature ● 17 local partners to syndicate content
- A relationship with Welsh Government (and their database of 25,000 businesses)

What were the results?-

- 36 million people reached with PR coverage via TV, radio, press
- 420k+ people reached and educated through our content



- 1600+ Welsh SMEs trained by Google Advisers
- Ongoing Google Training sessions, provided at no cost, by local agencies
- All achieved with **£0 advertising** spent.

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Client and services offered

Getting British Business Online (GBBO) is a Google UK campaign that offers SMEs access to online marketing tools and advice on how to get online and grow their business online.

Strategy - broader business objectives and how this activity relates.

The GBBO campaign decided to take a grass-roots approach to supporting businesses that aren't online, by providing a vehicle for a range of tools that aim to help SMEs get online and grow once there.

Google decided to make the GBBO campaign local, focusing on Wales, where as few as 40% of the 160,000 SMEs have a website and only 33% are e-commerce enabled (6% below the UK average). Reaching these local businesses posed a challenge, as many lacked even basic digital skills.



The strategy developed for the campaign aimed to address these points by creating physical outreach mechanisms (events, experientials) that would draw the attention of SMEs. Hands-on support was offered through workshops and the Google Juice Bar, a roving service where SMEs could sit with a Google Advisor, learning how to use specific digital marketing and sales tools.

Additionally Google wanted to create a sustainable legacy, by engaging with local partners and agencies that could continue to share knowledge after the campaign ended. All with zero spent on advertising.



Objectives of the campaign.
The campaign had three objectives:

- Create content to raise **awareness of the opportunity** that small businesses are missing if they don't market online.
- Offer **practical support** through one-to-one sessions and workshops, to help improve their online marketing efforts.
- Engage partners to contribute and share content, deliver training and give advice, creating a **sustainable ecosystem** of support.

The target audience.



Across the UK, SMEs without an online presence are not necessarily eager to get online; 60% have never considered getting a website and 52% are not prepared to pay for one. Once online, however, 85% used their website to acquire new customers, though only 1 in 5 knew how many visits their site received per month.

Wales has approximately 160,000 SMEs, with a level of digital literacy well below the national average. This made Wales the ideal target for a campaign looking to resources SMEs with digital skills and tools.

During our on-the-ground research, we broke our target into three clear groups:

- Those who did not have a website for their business and hadn't thought about it
- Those who wanted a website or had lost control of their website
- Those who had a website but were not using it effectively

Media or channels used.

Of the three groups outlined above, the first offered the biggest challenge to contact. Though they were often part of business networks, a sizeable proportion were not regular users of email (or any digital format). The other two groups were broadly engaged by a range of SME networks and newsletters (as well as social media to a lesser extent).



The campaign quickly engaged a range of partners with access to these networks including the Institute of Directors, South Wales Chamber and Federation of Small Businesses. The Welsh Government required all literature to be produced bi-lingually, resulting in a translation of the website and additional print runs allowing the campaign access to a database of 25,000 Welsh businesses.

Minister for Business Edwina Hart spoke alongside Google UK MD Dan Cobley at the 600 person launch event. The event received major media coverage, from BBC, ITV and local news outlets. Reaction from attendees was wholly positive, with many taking to Twitter to eulogise.

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The largest challenge facing the campaign was users who were not digitally networked. Google decided to target locations of high footfall and use experiential marketing, targeting business services with large SME client bases.

The direct outreach campaign was backed up by simple, step-by-step content (literature, EDMs, Social Media) that kept information digestible and calls to action direct. Once driven to dedicated landing pages, users were encouraged to take action and 'Book a Session'.

The Google Juice Bar took over a range of locations, in areas of high business density, with good transport links. Relatively early in the campaign it became clear that CRM was key to making the sessions useful. Reminding users to bring log-in details for online services and prompting them to advocate the service once a session completed.

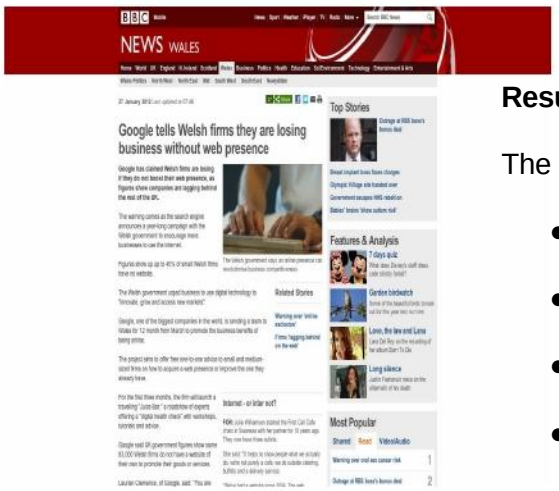


Partners immediately aligned themselves with the practical support of the Juice Bar. This gave rise to a new level of partnership - Legacy Agencies. These agencies were selected for their expertise in online marketing and were allowed to leverage the Google/GWBO brand to attract users to advice and training sessions. This strategy was executed at minimal cost to Google, and no cost to users and offered the Agencies an opportunity to develop a pipeline of work. These activities are still ongoing, contributing to the Welsh economy and creating a sustainable digital ecosystem in the region.

Timescale of the campaign.
The campaign ran from 6th March 2012 until 27th May 2012. With the month prior to launch dedicated to PR and teaser campaigns.

Budgets.

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



Results - in whatever form is a vailable.

The events campaign resulted in:

- 36 million reach PR coverage (BBC, ITV, Wales Online + Smaller Outlets)
- 420k+ people reached & educated through our content
- 20,000 pieces of (bi-lingual) literature distributed across Wales
- 1600+ Welsh SMEs trained by GWBO

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

- All achieved with a £0 advertising spend

Additionally, the engagement with various online marketing agencies and business services partners in the region has seen the campaign continue, long after the official end date. In this new eco-system, partners leverage the Google brand to attract SMEs that they train in online marketing. This helps them to sell their services whilst creating new AdWords customers for Google.