

Category Number: 11

Category Name: Best limited-budget campaign

Programme / initiative name: Balanced Transformation Campaign

Agency: Wallpaper Marketing Limited

Client: Freedom Communications

URL: http://www.freedomcomms.com/

B2B Marketing AWARDS 2012 FINALIST

Summary

Freedom faced the challenge of reopening conversations with its inactive customer base regarding outdated telephony and IT systems, which posed significant risks to their businesses. Due to its transformation from a VoIP firm to a TMT solutions provider, Freedom wanted to reach C-level decision makers, as well as IT managers. In order to make this happen, it came up with a simple, effective, and low cost campaign, which has brought extraordinary results in terms of sales, reputability, and brand awareness.

The campaign used a diverse range of contact channels and multimedia content, ensuring that all content distributed was personalised to each individual. The target audience of over 1,000 customers was researched thoroughly to ensure that only the companies that would benefit most from upgrades were contacted. Targets were contacted by email, an official posted mailer, and received a telephone call to explain the process. An individual micro-site was developed for each customer using a personalised URL, and by following the link customers could access exclusive video content explaining the issues further. The mailer also issued an official invitation to an event at a desirable location, where customers could meet face-to-face with technical solutions experts to discuss the issues and solutions.

200 words

About Freedom

Freedom is a Technology, Media and Telecommunications solutions provider. With expertise in business communications, they provide organisations with their voice, data, unified communications, mobility, internet connectivity and underlying IT infrastructure solutions.

Partnering with the world's leading IT and telecommunications vendors, Freedom has successfully implemented thousands of solutions providing the core communications platforms for organisations across all sectors.

Strategy

Freedom have developed an enviable core customers base over the last 23 years, many of whom understand Freedom as a supplier of telephony.

This fundamentally represents the core challenge.

Freedom have successfully developed a broad portfolio of solutions spanning Communications and IT. Through customer feedback it was discovered that only a small percentage (14%) were aware of what Freedom could potentially offer.

Freedom found themselves in an interesting situation with many of their customers. Having supported this customer base for years, 441 customers were using legacy phone systems which although still worked were no longer supported by the manufacturer.

This presented 2 immediate dangers to Freedom customers to which most were blissfully unaware:

1. If the system failed, finding parts no longer manufactured could prove difficult and would leave the customer unable to use their telephones – a potential huge business impact!
2. Older telephony systems are potentially open to fraudulent attack known as Toll Fraud. Click here for more on Toll Fraud. This could leave the customer responsible for thousands of pounds worth of call charges!

Having identified the challenges, the requirement was to develop a campaign which addressed the following needs:

1. Corporate repositioning as a Technology, Media and Telecommunications supplier
2. Upgrading the customer base to the latest telephony platform and thereby driving immediate revenue
3. Protecting customers from the threat of Toll Fraud

Freedom, working closely with key suppliers, developed a Sales and Marketing campaign and the associated processes which encompassed email, direct mail, web, video, relationship marketing and customer events.

Objectives

Year 1 50% of customer base upgraded and protected from Toll Fraud = 220 customers
Average upgrade value £6,245
Total revenues = £1,373,900
Year 1 target of 50% of the customer base recognising Freedom's broader solutions offering.

The Target Audience

441 Customers with legacy telephony systems

Media, Channels or Techniques Used

1. **Warm Up Email**

A brief but personal email sent directly from the salesman to each customer, beginning the direct communication stating they would receive important information regarding their telephone system.

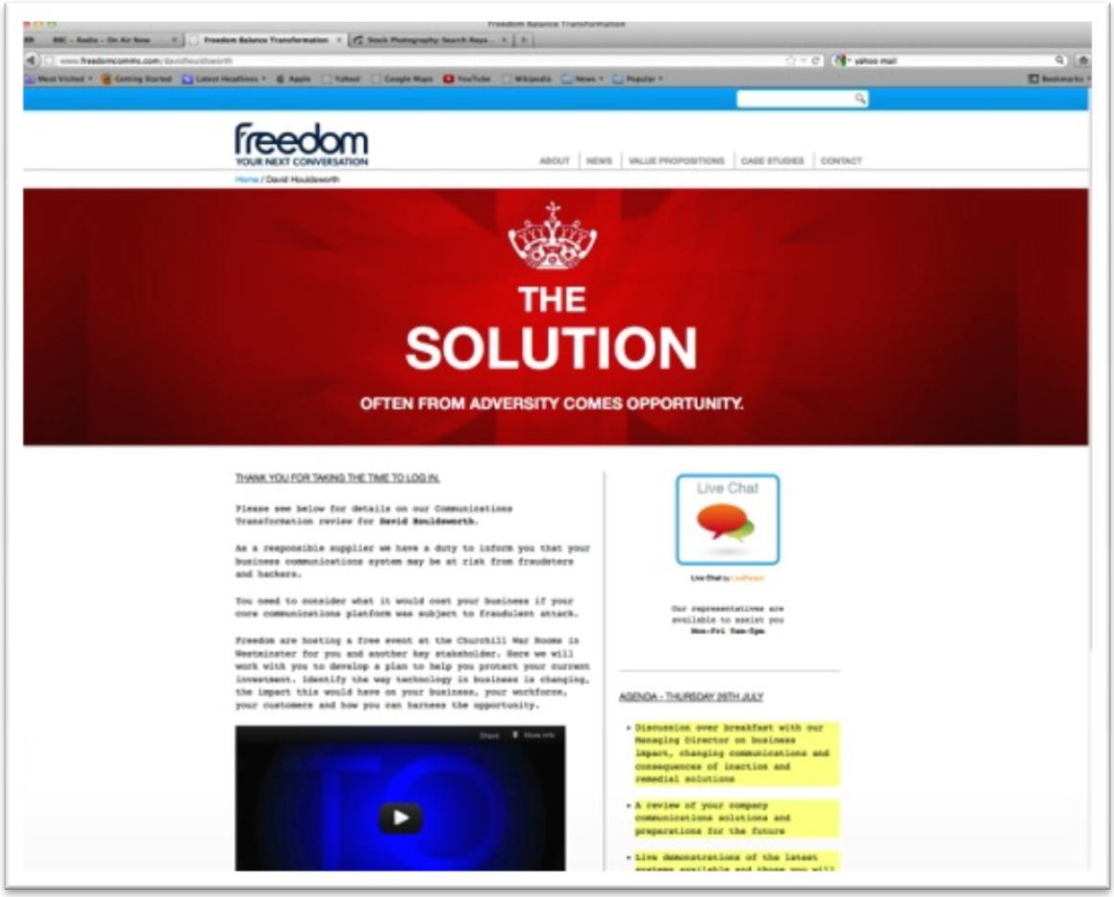
2. **Direct Mailer**

The bespoke copy and concepts highlighted the real threats the customer faced, with Freedom identified as the solution, offering assistance in developing a plan and help protect current customer investment. Also containing an invitation to an exclusive event which would be a full, one-to-one communications review for the customer and a sales meeting for Freedom.



3. **Personalised URL and Landing Page**

On each part of the mailer there was a unique URL which was simply the standard Freedom website with the contact's name after, e.g. www.freedomcomms.com/davidhouldsworth. Here, the customer would be directed to their unique landing page, where they could register for the event or watch the campaign video.



4. Corporate Campaign Video

An animated video was added to the landing pages (available here), an additional channel to convey the message. Following the branding and theme, this highlighted the wider scope of communications considerations the customer should have.









5. Follow Up Call

Through monitoring online activity, Freedom could tell who had/hadn't clicked through to their page and watched the video. Proving fruitful when the salesmen called to confirm event attendance. It enabled them to email the customer URL over whilst on the phone and talked them through the threats they faced. Often a separate meeting was arranged at the customer site to give full attention and increase the sense of importance of the customer.

6. Escalation Calls

The seriousness of the risk is such that should the customer not want to meet with Freedom, the salesman would communicate that the Freedom Sales Director would be contacting the customer's line manager about the threats faced as it is of such importance they needed to be made aware.

7. Meeting Process and Script

A sales script was developed and learnt by all sales staff. Involving the customer discussing each element of their communications strategy, the solution being that Freedom could provide the whole solution in one, saving them money and an upgrade that would not cost any more than current spend.



Timescales of the campaign

The on-going campaign was split in to phases to allow for sales to follow up and arrange meetings, a review of the process and give enough notice for the customer.

Activity	Responsible	Date
Campaign Phase Preparation Start/Complete	Marketing	Mon 16/01–Wed 01/02
Warm Up Email Sent	Salesman	Mon 06/02
Mailers Posted	Marketing	Mon 06/02
Mailers Delivered	-	Tues 07/02
Follow-up Calls Completed	Salesman	Weds 15/02
Escalation Calls Completed	Sales Director	Fri 17/02
Review of Phase 1 begins	Marketing	Mon 20/02
Event	Sales/Marketing/MD	Thurs 22/02

Budgets

Whilst no budget was set for the campaign, spend so far has been minimal.

Spend to date

Creative	£4,800	one-off
Print for 128 mailers	£1,850	variable
Postage for 128 mailers @ £0.44 each	£56.32	variable
Campaign Video	£750	one-off
Web design and URL build for 128 contacts	£1,200	variable
Total	**£8,656.32**	

Results

Total customer targets 441

Customers targeted to date 128

% of total customers targeted to date 29.0%

Number of customer event/meeting attendees 95

% of customers attending events 74.2%

Number of customers targeted who upgraded their system 86

% of customers targeted who upgraded their system 69.5%

Average Price of upgrade £6,245

Actual revenue generated from campaign to date £512,910.50

Return on Investment - 5,800%

Latest customer survey demonstrates and increase of 26% in customer recognition and the campaign is still on going.

Client Testimonial

“A fantastic campaign! Paying great dividends financially, helping develop relationships with our customers and repositioning Freedom as a trusted business advisor for TMT solutions.

The personal and professional campaign proves our credentials as a trustworthy IT partner to the C-level audience. As well as initiating conversations with key decision makers, we have stuck to the task in terms of sales and successfully unifying sales and marketing operations”
Pat Botting, MD

1025 words

Supporting material supplied

Presentation boards x 2.



