FINALIST 2013
B2B AWARDS

B2B MARKETING AWARDS 2013

Category number: 24

Category:
B2B Marketer of the Year – Paul Higgins

Name of agency: Stein IAS

Client: TalkTalk Business

Summary: 189 **Word count:** 995

Watch our short video here:
http://b2bmarketing.awards.steinias.com/cat-24-Paul-Higgins.htm

BBN BUSINESS TO BUSINESS NETWORK

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Summary

Paul Higgins is a challenger of convention. In the past three years as Head of Marketing at TalkTalk Business he has taken the brand on a mammoth journey. Unhappy with the relationship that marketing had within the wider organisation and its invisibility at Board level, he set out to turn TalkTalk Business into a marketing led company. This was no easy task. With a fragmented, disparate department and outputs, Paul had to completely shake up the way TalkTalk Business approached marketing. This saw the brand set out on a path to closely align sales and marketing, implement a sophisticated web architecture that supports marketing automation, and tailor content across individual user journeys. At the same time as achieving all of this, Paul Higgins has been carving a position as a leading industry figure, playing a role in establishing US B2B trade body, The Business Marketing Association, in the UK. The results achieved with Paul's help speak for themselves. Revenue performance at TalkTalk Business has increased to see the team generate a 40% uplift in revenue directly related to marketing spend, while achieving a 25% reduction in total marketing cost.

About the candidate

Paul Higgins has been Head of Marketing at TalkTalk Business since 2010. Over the last three years he has contributed £7.86m of annualised revenues through the direction of commercial & marketing strategy and execution of associated activity plans. In a short time in the role he has come a long way to drastically transform market perceptions of the brand, and take them on a journey from a fragmented marketing approach to a sophisticated digitally integrated strategy.



The brand they work for

With the ability to prioritise commercial web traffic over residential users, TalkTalk Business has a major USP for businesses. Only TalkTalk Business wasn't doing a very good job shouting about it. The marketing team was fragmented. Its outputs were disparate. And without any means of effective measurement – its impact was questionable. At the start of 2011, Paul Higgins set out on a strategic three-year mission to make TalkTalk Business a marketing-led organisation that could stand by its results.

Significant career achievements

Here are some of the highlights of his achievements since he took on the position as Head of Marketing at TalkTalk Business back in 2010:

Transformed the marketing department into a results-driven powerhouse, developing TalkTalk Business into one of the few businesses that can genuinely claim to be marketing led.

Turned TalkTalk Business into a bonafide B2B brand, as confirmed by The Business Superbrands Council who ranked them in the 'Top 500 B2B brands of 2012'.

Increased revenue performance to see the team generate a 40% uplift in revenue directly related to marketing spend while achieving a 25% reduction in total marketing cost.

Revolutionised individual channel performance to a position where TalkTalk Business currently out-performs BT on some non-brand search terms, due in part to keyword optimised landing pages and engaging ad content.

Enhanced campaign performance by adopting a creative vehicle that helped TalkTalk Business to increase sales by 6%; inbound leads by 30%; awareness by 15%; and online web conversions by 28%. Click through rates also hit a high of 11.2%.

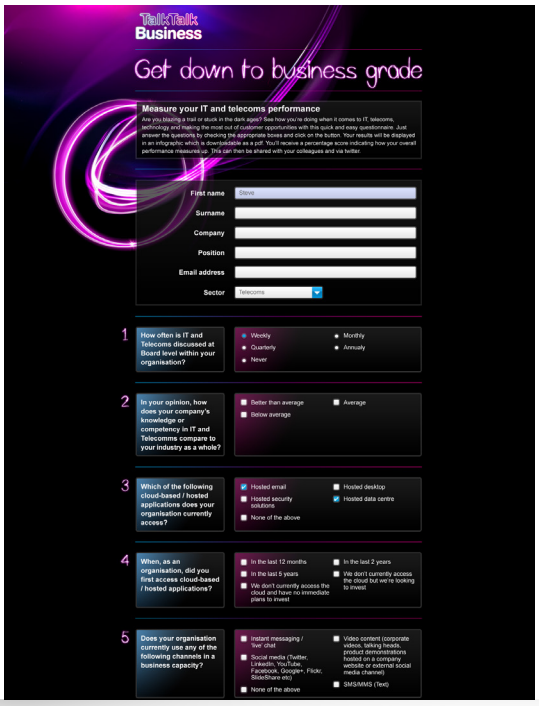




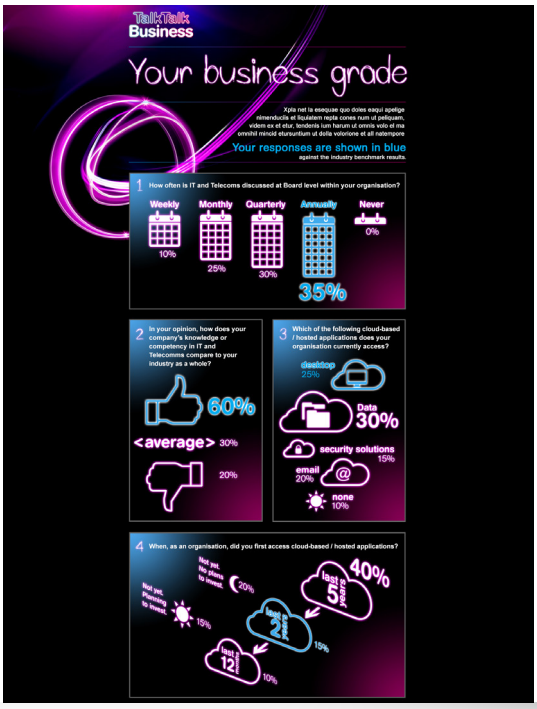
These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

The What's your Business Grade App & campaign

Stageone: What's Your Business Grade? Web App



Stage two: What's Your Business Grade? Report



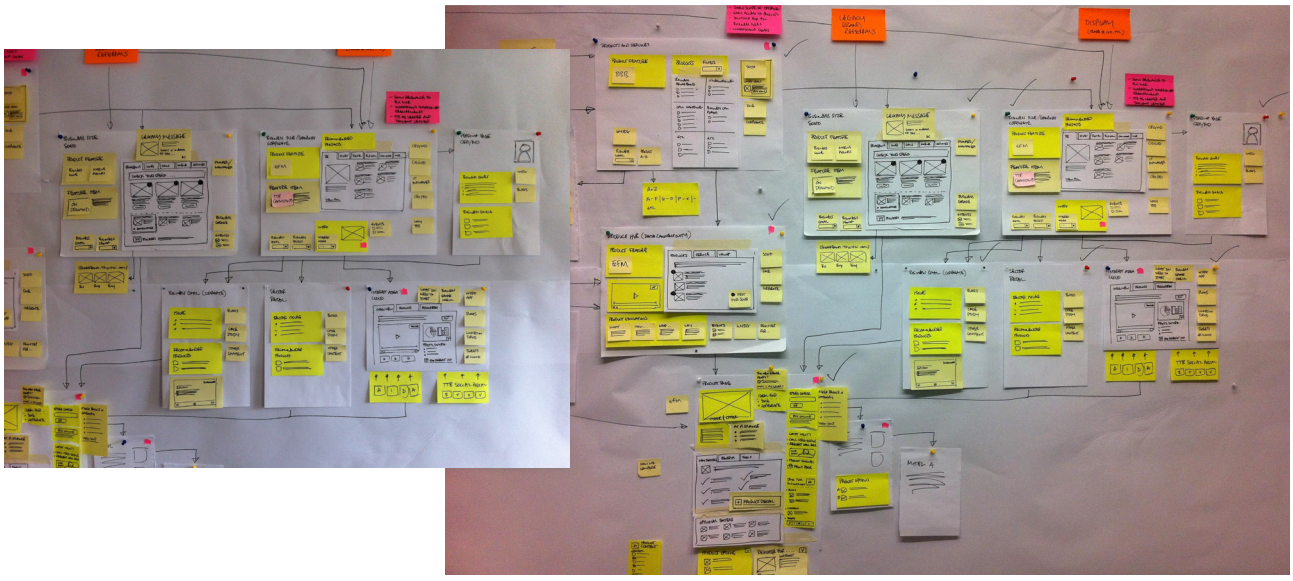
Impact on other employees and departments

Thanks to Paul Higgins the marketing department at TalkTalk Business is now much more visible at board level and respected across the business as a strategic discipline with a direct correlation to the bottom line. The testimonials in this entry give you an indication of the positive impact his presence has had.

Achievements in the last 12 months

In the past year Paul has led TalkTalk Business to implement a sophisticated web architecture that enables greater segmentation and supports marketing automation. Investing in the technology platforms to track ROI and measure effectiveness gave Paul the proof and insights needed to win over his peers and enhance campaign performance. Establishing Eloqua as the company's marketing automation platform of choice brought to life his virtual sales force ideal and put the organisation on the map as one of the first B2B brands to embrace marketing automation at this level. Now the platforms are in place the goal is to maximise the improved infrastructure through high quality content that can feed the appropriate channels at each stage of the Eloqua purchasing timeline.

Website Information Architecture – paper prototyping during workshop sessions



On top of his work at TalkTalk Business, last year Paul was instrumental in importing the UK's only B2B marketing trade association from America: The Business Marketing Association. His youth and dynamism were admired by the founding body and his performance has since seen him invited to deliver several speaker slots on the industry circuit, including the Internet Advertising Bureau UK (IAB).

Strategic vision and/or impact on the business

His starting point was challenging convention. His end goal is to have the platforms, technologies and strategic insights to send a virtual sales person out to every prospect. Where things are currently at in Year Three of his grand plan all signs are pointing to mission accomplished. Who can argue with a 40% year-on-year increase in demand for the SME channel on a 20% less cost basis? The TalkTalk Business Board couldn't – so, on that score at least, Paul's mission has most definitely been accomplished.

Colleague testimonials

"By challenging how we spend our limited marketing budget, by investing in new techniques and technologies each year, Paul makes the budget stretch further while driving our transformation. In terms of online business generation, we compete and beat businesses spending 10x more than we do on their B2B marketing. Paul is an innovator, a deliverer of results but above all else he's grounded in making our business more successful."

Andrew Lockwood, Product & Marketing Director, TalkTalk Business

"If I could single out the biggest contribution he's made to the business it would be his relentless drive to foster employee engagement. It goes without saying that sales and marketing should stay close. But the reality is - or should I say was - that we'd be operating in silos. Now we 'get' the vision and support Paul's team in taking us to where we want to be. The marketing department's efforts are evident in the quality of leads that are coming through to sales!"

Andy Hollingworth, Director of Soho, SME and Corporate Sales, TalkTalk Business

"When we set out to bring the Business Marketing Association to the UK we were keen to get Paul involved. He was appointed to the board for his dynamism and youth. He brings a fresh perspective, and not only talks the talk but walks the walk. Without doubt he has transformed TalkTalk Business into a marketing led organisation and one that is stealing a march on most B2B contenders in terms of marketing automation and content generation."

Rob Morrice, Chairman of the BMA UK's interim steering committee

Supporting material

x2 A2 Presentation boards

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