



Category number: 22
Category name: Best B2B lead generation campaign
Programme/initiative name: Generating EMEA-wide leads in challenging verticals
Agency: Cyance
Brand or client: Kensington

Word count: 174 + 969

[Summary page]

Aylesbury-based Kensington is a leader in hardware locks and offers a range of iPad, tablet, iPhone and smartphone solutions.

Despite this, brand awareness across Europe was low. In the UK, an average of 14 laptops are stolen from every company each year, yet just 12% of UK companies use anti-theft technology and believe encryption to be sufficient versus physical locks.

Kensington wanted a targeted B2B lead generation campaign to create demand in healthcare and education verticals and the IT channel across EMEA.

Kensington had very little marketing resource and decided to outsource to Cyance whose teams were able to create a fully integrated, joined-up and tailored lead-gen approach targeting prospects across EMEA; from initial data source and cleanse, to content creation/distribution and telemarketing, to passing on truly sales qualified leads to Kensington, further to extensive lead nurturing throughout the funnel.

Target: 1 lead per working day.

The results achieved more than Kensington could have hoped for, now with a pipeline worth millions, saying "*this was not only a bold step, but the right step."*

Word count: 174

[Main submission]

About the client company
Aylesbury-based Kensington is a world leader (70% market share) in hardware locks and offers a range of iPad, tablet, iPhone and smartphone solutions.

Their marketing team in the UK comprises just three people with a responsibility for generating leads in a range of verticals across EMEA.

Strategy – broader business issues the company is facing
Despite being a leader in hardware locks, Kensington brand awareness in Europe was low even though laptop loss/theft is dramatically rising; creating data compliance risks, damaging brands and destroying share value.

Kensington wanted a targeted B2B lead generation campaign to create demand in the education and healthcare verticals and also the IT channel across EMEA.

Kensington had a high lead plan but little idea of target job roles, which geographies had most potential, or what messaging would stimulate sales.

Very little man hour and budget resource from Kensington made the challenge even greater.

Objectives of the campaign
To address the targeting challenges, qualitative research carried out by Cyance showed that Kensington had to increase its reach beyond the initial contact, the IT buyer, to higher up into the boardroom, targeting board members instead.

Many big brands have suffered adverse publicity due to security issues including Santander, Sony and Pfizer; and as a result data security is now on European corporate boards' agendas.

By changing the communications from buying a piece of physical security kit, to a board level discussion about company-wide threats and solutions, Cyance planned to maximise the value and volume of leads and boost the client's credibility.

Cyance worked hard to:

- Understand the new job roles, their needs and pain-points
- Develop tailored messaging including blogging to raise awareness; incorporating a customised content approach
- Overcome cultural differences across EMEA.

Target: 1 lead per working day.

The target audience

- IT channel partners
- Education (facing challenging conditions and reduced budgets)
- Healthcare (facing challenging conditions and reduced budgets)
- EMEA-wide (encountering cross-cultural differences regarding level of interest in product and differing challenges associated with IT security – as well as varied data legislation.
- Board members and difficult-to-reach high-level staff

Media, channels or techniques used

Cyance implemented a full range of integrated and complementary lead gen channels:

1. Inbound marketing/social media: to draw in new prospects and maintain interest from engaged prospects. These included 2 weekly blogs (see Picture 1). LinkedIn and Facebook posts were also created promoting the blogs (see Picture 2). Search engines index blogs in 3-5 seconds vs. an HTML page in 2-6 months – so blogging was ideal for raising brand awareness quickly.
2. Online: a new lead scoring and lead generation website was created by Cyance. This was a hub for content and a way of tracking and scoring prospect behaviour and interest (see Picture 3). This was produced in 4 languages. Tagging, keywords and links improved SEO. Cyance tailored content and nurtured leads according to what was found to be most popular.

3. Email campaigns: to regularly promote new content, news articles and blogs. 291,000 emails were sent out, also featuring topical news stories regarding theft and data loss.

4. Call campaigns: to make telephone contact with prospects – but only when deemed ready, by having progressed further down the funnel and achieving a higher score. Four international native-speaking telemarketers called out to prospects depending on the content they consumed - conversations were therefore based on intelligence. (See Picture 4).

5. Cyance lead nurturing software scored prospects according to the type of content they read and how often. Higher scoring prospects were deemed 'warmer' leads and post calling were passed onto Kensington sales teams, maximising their ROI by only focusing on the warmest leads.

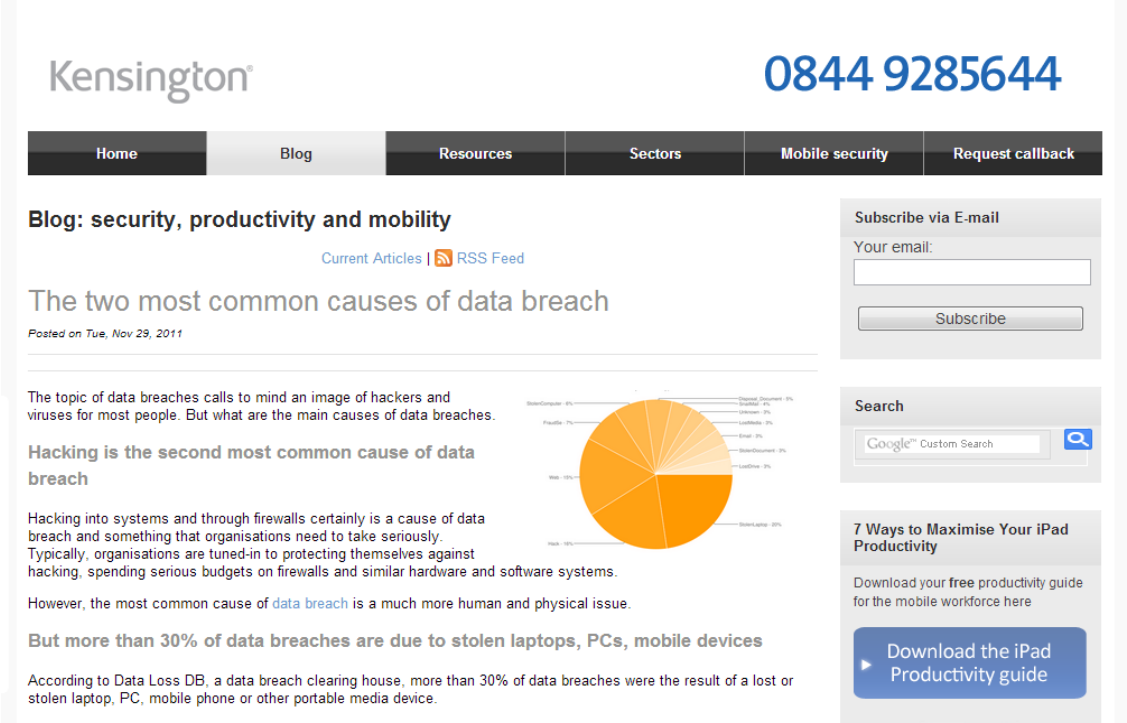
6. Results fed into messaging: We found that security headlines worked best in Germany, but mobility was the hot topic in the UK for example.

7. Cyance data scientists sourced new data for relevant organisations with 250+ staff for markets across EMEA. Different data protection restrictions applied and were adhered to.

8. All creative, call campaigns and communication campaigns were created centrally, localised and translated to reflect cultural differences—and reached out to the following:

- France (6000)
- UK (13698)
- Belgium (1929)
- Germany (5611)
- Netherlands (2635)

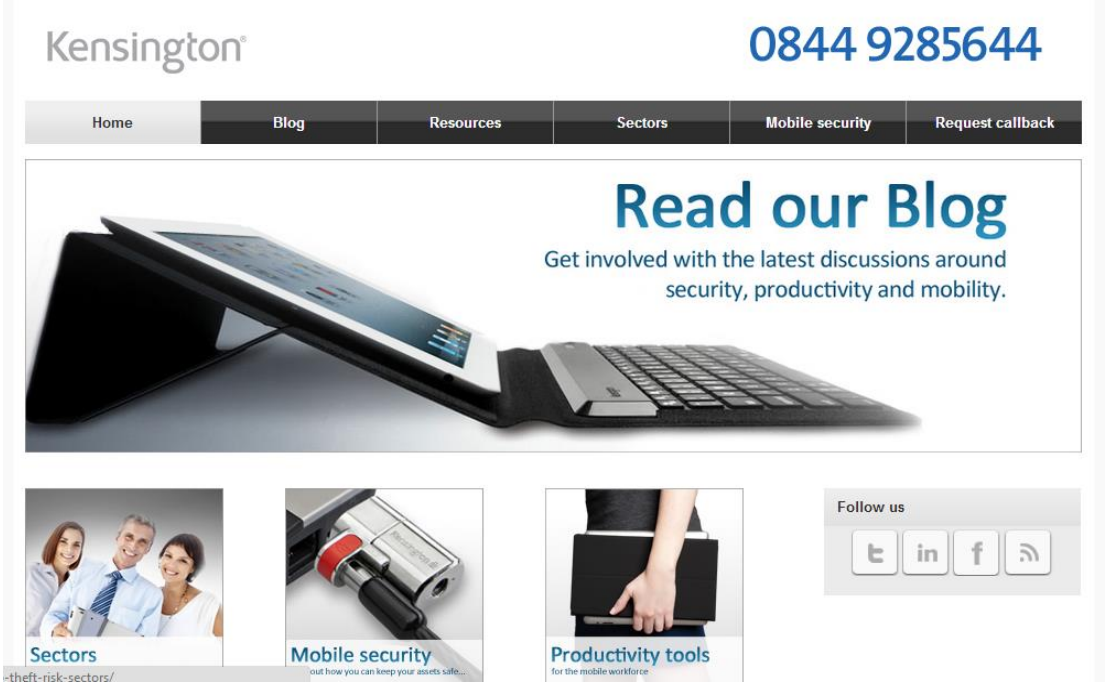
Picture 1:



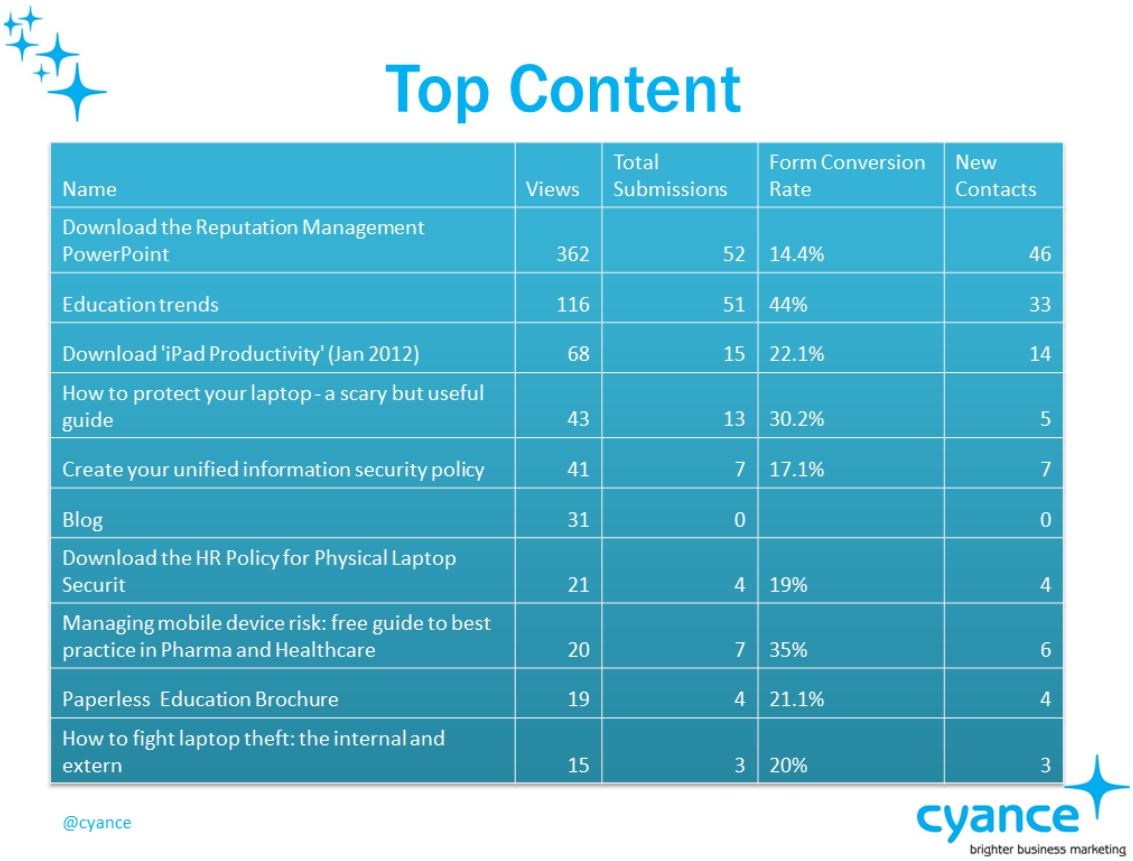
Picture 2:



Picture 3: The lead gen 'hub'



Picture 4: Example of content analysis



Top Content

Name	Views	Total Submissions	Form Conversion Rate	New Contacts
Download the Reputation Management PowerPoint	362	52	14.4%	46
Education trends	116	51	44%	33
Download 'iPad Productivity' (Jan 2012)	68	15	22.1%	14
How to protect your laptop - a scary but useful guide	43	13	30.2%	5
Create your unified information security policy	41	7	17.1%	7
Blog	31	0		0
Download the HR Policy for Physical Laptop Securit	21	4	19%	4
Managing mobile device risk: free guide to best practice in Pharma and Healthcare	20	7	35%	6
Paperless Education Brochure	19	4	21.1%	4
How to fight laptop theft: the internal and extern	15	3	20%	3

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brighter business marketing

Timescales of the campaign

The campaign began in January 2012 and ran until January 2013. In January 2012 a period of planning, data cleansing and data sourcing took place.

A bank of content was created to prepare for launch; alongside the creation of the new lead generation website.

Telemarketers were trained by Kensington on their offering before calling commenced.

Throughout the year the media was monitored for news of data loss and theft, and promoted—and also relevant events were attended by the Kensington team (such as the BETT education show) and promoted/supported by Cyance.

Monthly reviews, reporting and training refreshers took place with Kensington. Leads were passed onto Kensington weekly when the desired scores had been achieved.

Budgets

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

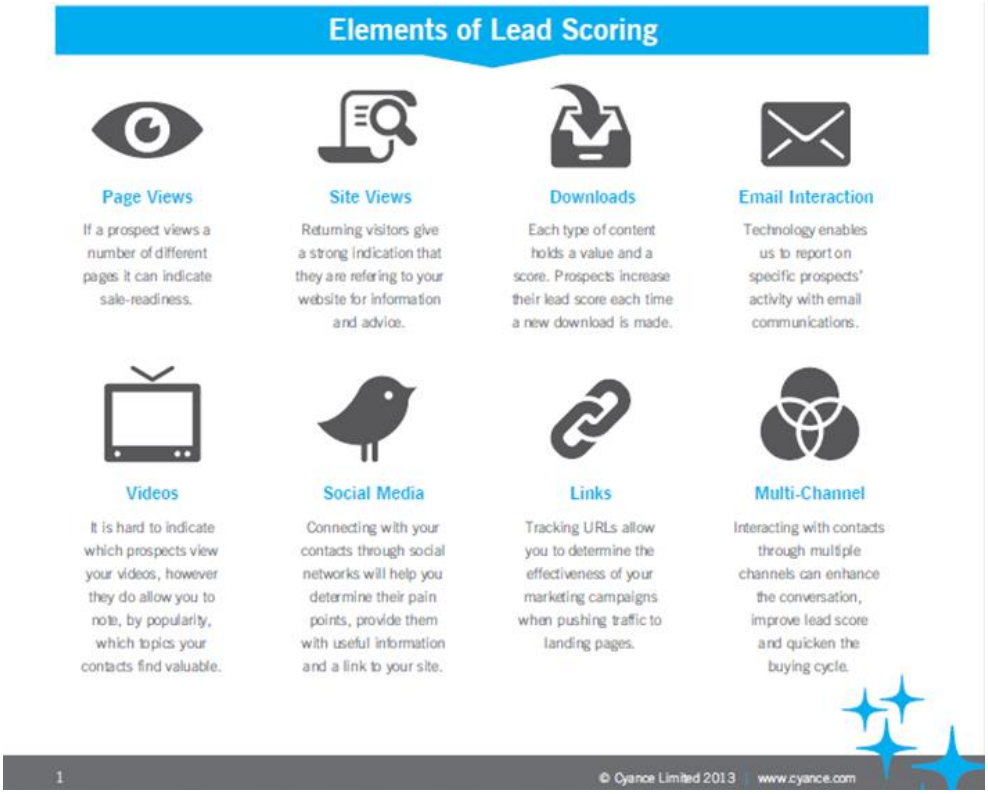
Results
Using our marketing automation platform and lead scoring process (see pictures 5, 6 & 7), we delivered a pipeline of £2.97m leads and exceeded year 1 targets by month 4.

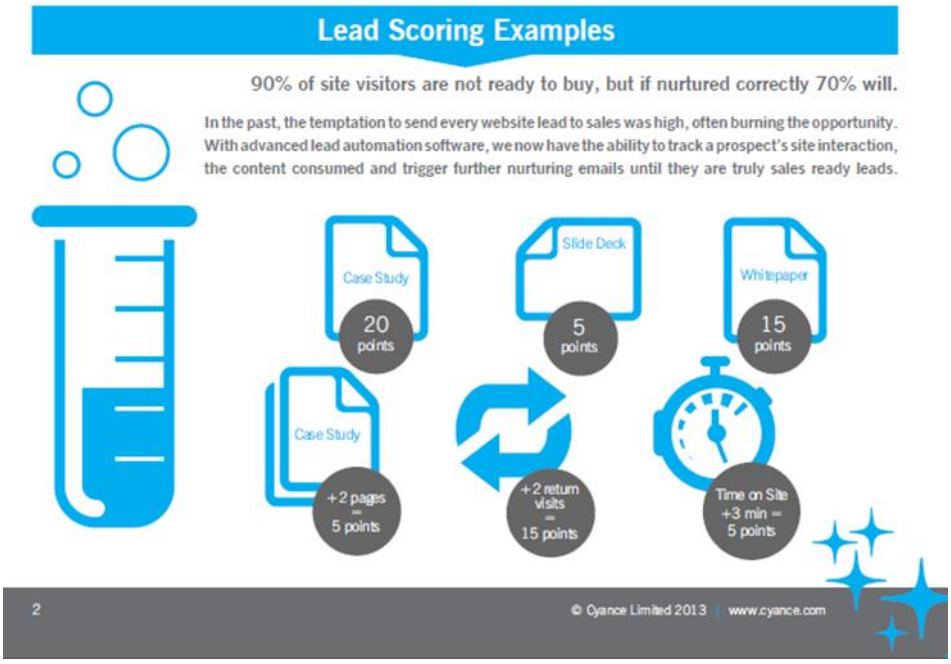
We tracked and recorded responses back to each touchpoint and gave interactions a score; for example 2 points for a social conversation, 5 points for a download. By separating out the highest scorers we were able to pass on the very highest quality leads to Kensington. Lower scoring leads were nurtured further with more content and occasional telemarketing.

We also gained insights, enabling us to improve our content according to what was most popular in each territory.

- Cyance generated leads with a value in excess of £3 million across EMEA.
- ROI: 987%
- Kensington's brand awareness has vastly increased across Europe, now a key focus area.
- New website visits reached a staggering 20,727 and content achieved 30,124 impressions. 769 leads were taken on the site itself, smashing targets.

Picture 5:




Lead Scoring Examples
90% of site visitors are not ready to buy, but if nurtured correctly 70% will.
In the past, the temptation to send every website lead to sales was high, often burning the opportunity. With advanced lead automation software, we now have the ability to track a prospect's site interaction, the content consumed and trigger further nurturing emails until they are truly sales ready leads.
Case Study
20 points
Case Study
+2 pages = 5 points
Slide Deck
5 points
+2 return visits = 15 points
Whitepaper
15 points
Time on Site +3 min = 5 points
2
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Picture 7:


HubSpot
Dashboard
Content
Contacts
Reports
Marketplace
Academy
Emma Streeter
Sources
04/01/2012 - 04/30/201...
Select report...
Visits
Show offline sources
Show visit-to-contacts rate
Add marketing action
4,000
3,000
2,000
1,000
0
8%
6%
4%
2%
0%
Apr 2012
May 2012
Jun 2012
Jul 2012
Aug 2012
Sep 2012
Oct 2012
Nov 2012
Dec 2012
Jan 2013
Feb 2013
Mar 2013
Apr 2013

Client testimonial



"A year on, with a pipeline worth literally millions, we are convinced this was not only a bold step, but the right step." Stephen Hoare, Marketing Director, Kensington.

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Supporting material supplied

Presentation board

Submission ends