



Category number: 9
Category name: Best website
Programme/initiative name: The SMART-ist site for Steljes
Agency: Cyance
Brand or client: Steljes
Microsite: www.smartwaystowork.co.uk

Word count : 141 + 942

[Summary page]

Steljes are the UK and Ireland distributor for US-based SMART Technologies. SMART Boards (interactive whiteboards) are used in classrooms and meeting rooms to deliver interactivity.

Steljes wanted to:

- change their website from a static site to a lead nurturing website
- enhance their content on the site
- increase their SEO ranking
- generate leads from the site
- create appropriate lead capture forms throughout, which their original site did not have.

Leads from this new site would be filtered into the Cyance telemarketing call lists and then passed onto the client when deemed warm enough to be a sales-ready lead.

Leads were rated based on an automated website scoring system and call outcomes.

Cyance built and managed the new site from scratch and generated an impressive 91% year-on-year increase in sales ready leads for Steljes.

Target: To increase year-on-year web generated leads by 25%

[Word count 141]

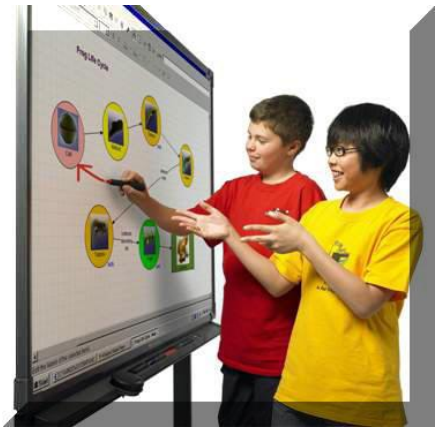
[Main submission]

About the client company

Steljes are the UK and Ireland distributor for SMART Technologies. SMART Boards are used in classrooms and meeting rooms to deliver interactivity (See Picture 1).

Steljes sell into businesses, schools and universities, although relevant job roles in businesses in particular are difficult to ascertain; not all organisations have a staff member responsible for meeting rooms.

Picture 1





Strategy – broader business issues the company is facing

With a time-challenged sales team, Steljes wanted their website to work harder for them and to act as a hub for generating awareness and leads.

A website is clearly an initial point of call when it comes to researching a company and their offering. Steljes had begun to realise that their static website was no longer enough in such a competitive marketplace.

Steljes decided to outsource to Cyance to change their website from a static site to a lead nurturing website to generate leads, enhance their content and increase their SEO ranking.

They also required appropriate lead capture forms throughout, which the original site did not have.

They wanted the site to act as:

- An impressive 'first port of call' for a prospect
- An extensive content hub
- A lead generator
- A lead nurturer
- A sales tool

In addition; Steljes were facing touch market conditions; the education sector had encountered huge budget cuts; particularly around the use of IT in schools—and due to challenging market conditions generally, businesses were not looking to upgrade their meeting room technology.

Objectives of the campaign

To address the issues Steljes were facing, including tough market conditions and a 'stretched for time' sales team, Cyance decided to create:

- a simply designed yet effective lead nurturing site suited to the target audience profiles
- an SEO optimised site that was keyword populated, linked and tagged correctly
- a site that allowed prospects to engage with any campaign messaging based on their personal media preference, determined by previous behaviour on the site.

For example, if a prospect spent longer looking at blogs than whitepapers on the site, more blogs were suggested to them in order to maintain and increase engagement.

The website was to be the main marketing Steljes hub that would hold all collateral, case studies and blogs. Regular blogs were to be created and promoted in relevant groups on LinkedIn to increase SEO—and to increase traffic to the site.

Leads from this new site were to be filtered into the Cyance telemarketing call lists and then passed onto the client when appropriate/warm enough (defined by a lead scoring system).

This would enable to Steljes sales teams to focus only on the hottest leads, maximising their ROI.

This lead nurturing, marketing hub was also designed to:

- Deeply analyse/understand ongoing prospect activity over a period of time; ie, number of downloads, time on the site, types of downloads such as whitepapers, guides, reports etc.

- Provide the ability to score prospects based on their kinds of behaviour (see Pictures 2&3). Prospects with a higher score (those who may have downloaded two whitepapers, two guides and read two blogs for example) were passed onto the Cyance team of telemarketers for calling.

Telemarketers had been fully trained by Steljes on the proposition before the campaign began. Regular training also took place.

Target: To increase year-on-year web generated leads by 25%

Picture 2: Viewed content

Top Pages

Page	Visitors	Page Views
SMART ways to work	16	16
FREE GUIDE: What happens when IT, Operations, Facilities Management and Business Leaders all pull in the same direction in the face of great change and uncertainty?	13	24
Freestorm visual collaboration	4	5
About us	2	2
SMART Board® interactive display	2	2
Flexible working: myth or reality?	2	2
SMART ways to work	1	1
SMART ways to work	1	1
SMART meeting solutions	1	1
Collaboration software	1	1
Products	1	2
Intuitive displays	1	1

Picture 3: Content views by prospect

Summary | Content | People | Timeline

Known Leads

Visitor	Email Address	Company (entered on form)	Pages Seen	First Seen
Nick Mortel	nickoftime@live.co.uk	NHS	17	22 February 2013 16:30:24
I I	I@f.com	I	16	06 November 2012 13:03:32

The target audience

Steljes were facing challenging times with their target audiences: education and businesses:

(a) the education sector where budgets had been cut, especially in IT
(b) the business vertical where responsibility for meeting rooms was rarely taken on by one decision maker, so contacting the right person was a challenge

Media, channels or techniques used

The campaign began with a content audit of the original site which contained 30 pages. Cyance reviewed the content and established any gaps where fresh content was required. Cyance plugged these gaps with newly created content such as whitepapers, 'how to guides', reports etc.

Cyance, working closely with Steljes, then devised and developed a site content map to take prospects on a unique online lead nurturing journey, by delivering relevant and timely content to contacts at exactly the right time in the funnel. This warmed the leads and gave them a score as they went through the 'journey'. The highest scoring prospects were then filtered into the concurrent telemarketing campaigns.

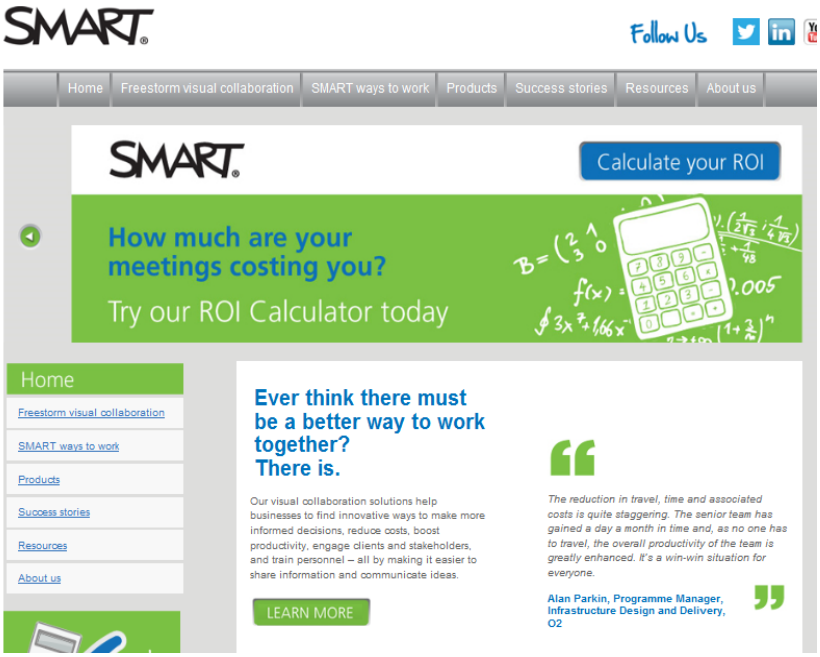
Essentially, Cyance developed an entire website for Steljes (see Pictures 4 & 5) that:

- Presented a range of rationalised and optimised content
- Delivered content to prospects at the right time in the funnel
- Scored prospects
- Delivered leads
- Acted as a content hub and a sales tool
- Functioned effectively as a lead nurturing site

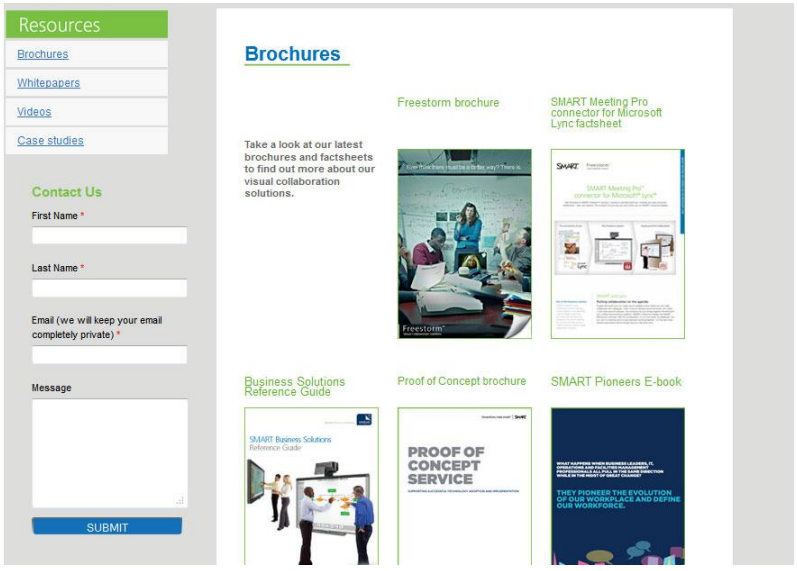
The advanced lead nurturing software and its intelligent use provided Cyance with the necessary insights and data to quickly adapt messages to seize opportunities—and to tailor the individual customer journeys to increase lead generation and conversion rates.

Lead capture forms were also created to allow quick and easy lead generation on the site.

Picture 4:



Picture 5:



Timescales of the campaign

Steljes have been working with Cyance for around four years. Build of the site took place between April 2012 and June 2012. Lead nurturing and calling took place during 2012 and 2013. Weekly reporting took place.

Budgets

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

Results

- Cyance generated an impressive 91% year-on-year increase in sales ready leads versus a 25% target.
- The website received 4,089 visits
- Cyance achieved 191 Marketing Qualified Leads with a total value of £3.75m
- From these 191 leads, telemarketers were able to further qualify and supply the client with 135 Sales Qualified Leads with a value of £2.6m
- These leads were 'BANT' qualified by Cyance; Budget, Authority, Need and Timescale
- The combined website and telemarketing activities achieved an ROI of 412%

Client testimonial

"By taking this fresh new approach with Cyance, we have seen a stunning set of results in a short timeframe." Kate Allen, Marketing Communications Manager, Steljes.

[Word count 942]

Supporting material supplied

Presentation board

Submission ends