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FINALIST 2013 B2B AWARDS

Search. Find. Stop.

Category number: **1**

Category name: **Best Integrated Campaign**

Campaign name: **Search. Find. Stop.**

Agency: **Earnest**

Client: **NetNames**

Campaign URL: **searchfindstop.com**

Word count: **677**

Confidentiality: **All financial information is confidential**

NetNames

Summary

Word count: 162

Keeping global brands one step ahead of cyber crime

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NetNames had a job on their hands to grow its business as a leading global brand protection service.

They needed a campaign that had plenty of cut through and brought leads flooding into the pipeline for the sales team to take care of.

A mix of impactful creative, personalised direct mail, a raft of thought leadership content and a supporting digital strategy helped them do just this – delivering over 72 meetings over the course of the campaign.

What did it involve?

- **A fully integrated campaign that included inbound and outbound activity, sales enablement and content marketing.**
- **High impact direct mail – supported by tier 2 direct mail and email activity**
- **Personalised URLs driving executives through to a microsite with tailored content, videos, case studies and sharing functionality**
- **Supported by search, PR, social media, online display and press advertising**



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About NetNames

NetNames is Europe's largest domain name management and online brand protection specialist – helping to protect and grow their clients' businesses and brands online.

Issues and opportunities

NetNames was already renowned as the leader in domain name strategies – but there was still lots of opportunity to grow within the online brand protection space.

However, research told us that many brands weren't even aware of the threats from cyber criminals. And decision makers can come from a wide variety of job roles.

The Search. Find. Stop. programme therefore needed to not only illustrate the criminals themselves, but also educate on the threats damaging digital equity, brands and ultimately profits – showcasing NetNames as thought leaders within the sector.

Campaign objectives

- Position NetNames as industry leaders
- Drive interest in, and awareness of, NetNames' services
- Generate new leads and customers to grow revenues
- Galvanise internal sales teams
- Initiate first cohesive Global campaign

The target audience

Senior executives in IT, Legal or Marketing roles within medium-to-large enterprises – across UK, US, Germany, Switzerland, Nordics, France and Italy.

Target organisations were those who have products and services prone to cyber-crime; industries were Retail, Fashion, Luxury goods, Pharmaceuticals, Financial services and Gaming.

Research

Interviews were conducted with a cross-section of NetNames customers across all target job functions and industry sectors.

The thinking

Cyber criminals are out there.
You can't see them, or what they're up to.
We help you find them - and stop them - before it's too late.

The big idea

Orange cyber-matter unmasks the invisible criminal.

> **The Search. Find. Stop. campaign not only drove a significant number of leads and pipeline revenue to the sales teams, but it was also the first co-ordinated and consistent marketing programme across the entire NetNames business. It therefore helped bring us closer together strategically as an organisation.**
>
> **Simon Jackson**
> Chief Commercial Officer,
> NetNames



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A personalised, impactful direct marketing approach

Personas were developed for each and every target audience (by job role and industry sector). Messaging was then segmented accordingly.

A personalised online experience at **searchfindstop.com** aggregated relevant content assets through a marketing automation platform and gave a chance for contacts to request an online brand audit that could be presented at a sales meeting.

Engaging content to drive inbound leads

Key to the campaign was engaging content; designed to educate and stimulate our audience, wherever they were on the buying cycle:

- **Infographic** – with key stats and facts
- **Animation** – bringing to life statistics and data, and the value NetNames bring
- **One Step Ahead guide** – a guide to the threats and opportunities online
- **Whitepapers** – thought leadership papers
- **Video and written case studies** – showcasing blue chip brands who already use NetNames' services (including Unliever, Vans, Aviva and ASOS)

This was supported by search and social media activity, across twitter, facebook, linkedin, blogs and pinterest in order to increase the opportunities for potential customers to see and engage.

Leading edge technology was then used to ensure an automated experience

Lead Forensics – to measure all inbound activity

Radian 6 – to measure social interaction and sharing

Bespoke PURL platform – to ensure a personalised experience

Internal comms and sales enablement ensured leads turned into sales

Campaign-branded pitch decks, an 8 minute expert training guide and internal comms – all ensured a seamless experience from first engagement through to sales meetings.

If Joel's wifi can handle it, scan the QR code or visit searchfindstop.com to view the animation that tells the campaign story.



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An integrated programme with personalised content at the heart

Surround awareness layer



Search:
Organic (SEO) + targeted PPC on specific keywords



NetNames corporate site



Online advertising



Print advertising:
Press ads in relevant publications



Events:
Stands, pull up banners

Direct layer

Initial direct marketing approach



Direct Mail (two levels)



Email campaign



Campaign microsite

Target gives details in return for high value content

Microsite visit triggers email to sales

Sales follow up in 24-48 hours

Social and PR layer



Social:
Twitter feed–
Shareable content



PR:
Driven by the campaign message and content



Social:
Blogging content



Social:
YouTube Animated videos expert content

Timescales

- **Initial campaign planning and research:** June 2012
- **Campaign creative:** July 2012
- **Refinement:** August 2012
- **Campaign launch (UK/US):** September 2012
- **Country rollout:** From October 2012

Budget

ALL FINANCIAL RESULTS ARE CONFIDENTIAL

Results

- 5,933 microsite visits (4,465 unique)
- 14% DM response rate
- 30% increase in twitter followers
- 72 meetings booked to date
- 14:1 ROI to date
- 52 pieces of press coverage, with combined circulation of over 2 million (includes Wall Street Journal, The Economist, Marketing Week and Retail Gazette)
- Television Interviews for over 11 million viewers (Sky News and CNBC)

> **As lead agency, Earnest did a fantastic job, not only creatively, but also by managing the cross-channel activity and agencies: PR, Media, Social Media, Lead automation, Content, Search and Production.**
>
> **Francesco Nazzarri**
> Marketing Director,
> NetNames



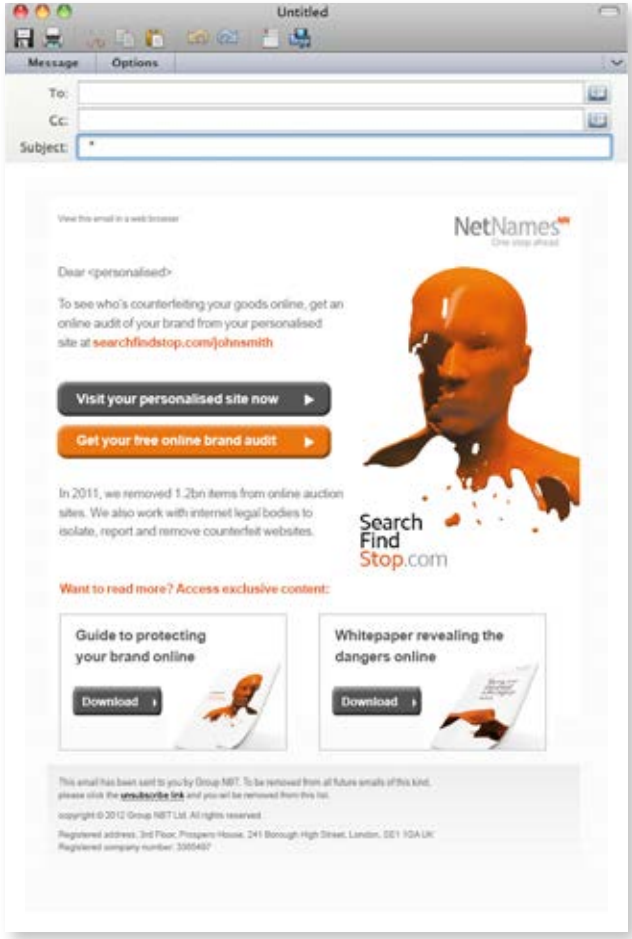
Outbound: High & Low Value DM and Email







DM – High value
Personalised pin-arts in bespoke branded boxes - an engaging way to demonstrate cybercrime, and get past gatekeepers



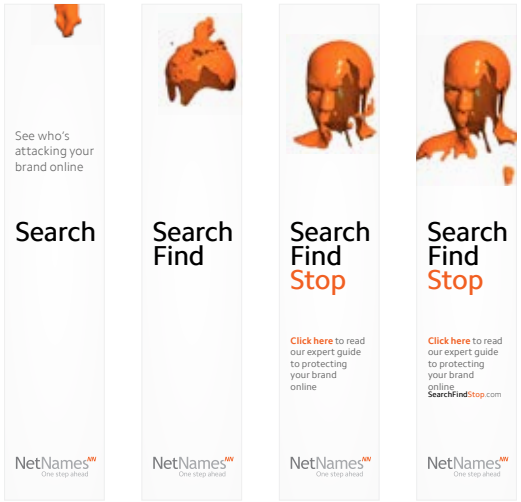
Email
Personalised, optimised emails promoting high value content on PURL microsites



DM – Low value
Animated, interactive lenticular postcards - with industry and job-role specific content

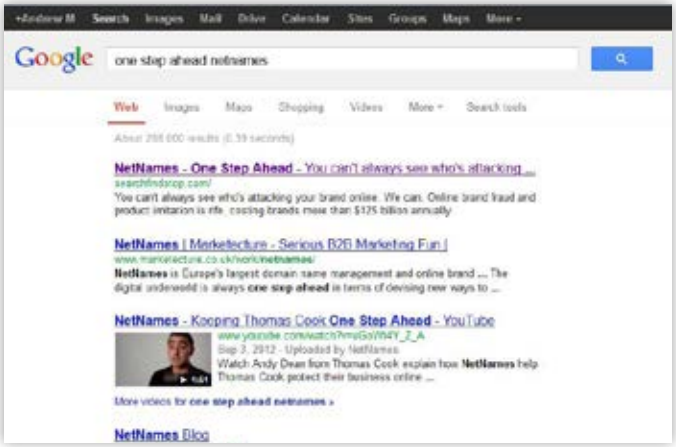
Advertising







Adverts – Press and Online
Animated ads in vertical industry titles and sites (Marketing Week, Legal Week etc)



Search
PPC search campaign to promote thought leadership content

Social media and PR

Social Media
Campaign branded social media channels:
contributing to 1,000s of views and shares



Facebook
To promote campaign to wider consumer audience



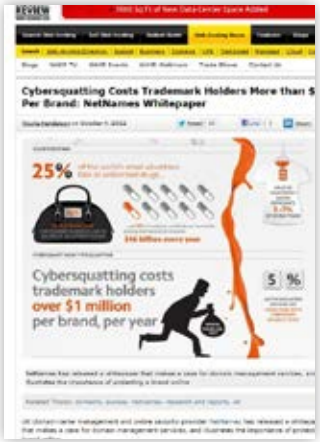
Twitter
For sharing content with industry opinion leaders



YouTube channel
Central hub for thought leadership video content











PR & News coverage
52 pieces of press coverage, with combined circulation of over 2 million
(including Wall Street Journal, The Economist and Marketing Week)
Television Interviews with over 11 million viewers (Sky News and CNBC)

Campaign microsite

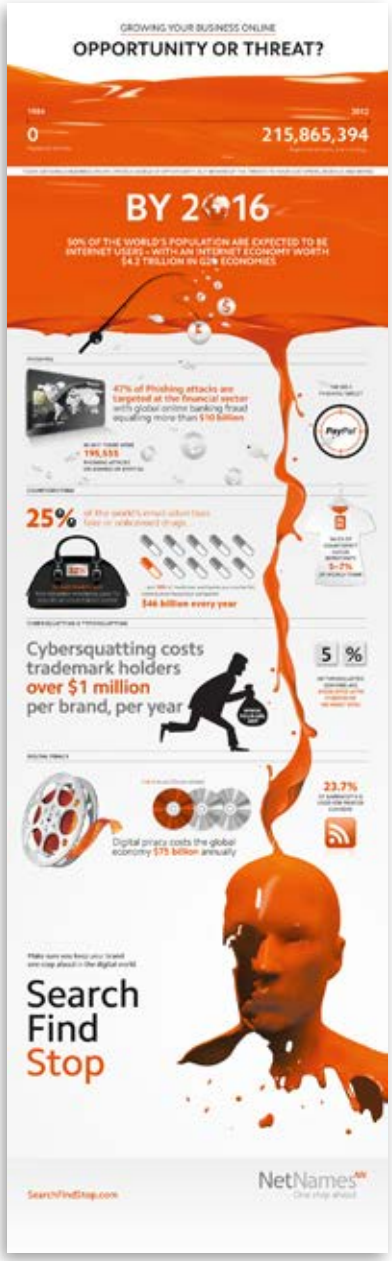


Mobile-optimised site
35% of target audience accessed site through mobile devices



Desktop site
Generic and personalised site containing high value thought leadership content. Supported by marketing automation platform.

Thought leadership content



Infographic
Packed full of stats and data

One Step Ahead Guide (print and e-books)
Step-by-step guide to protecting your online brand





Whitepaper
Original thought leadership content on the future of cybercrime



Thought leadership video series
Senior execs discuss the issues they face with online cyber crime



Client case studies
Top brands including Unilever and ASOS

Video animation

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