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Category name: Best Use of Content Marketing

Programme/Initiative name: Technology Marketing In Mind

Brand: Marketing Options International

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Summary

Marketing Options International (MOI) is an integrated marketing agency specialising in the B2B technology sector. Its client roster includes leading global brands such as Oracle, OKI and Fujitsu.

MOI had traditionally conducted tactical campaign work for clients, but wanted to evolve to deliver more long-term value. To achieve this it needed to demonstrate its understanding of the strategic issues facing B2B technology marketers, and to raise its profile as a strategic consultancy.

It conceived an ambitious content marketing campaign, aligned with its prospective clients' buying cycle, and featuring content contributed by senior marketers and curated by MOI. The objectives were to increase awareness of MOI and generate £400,000+ of new business, but also to provide a genuinely useful information resource for B2B technology marketers.

Launched in November 2011, *Technology Marketing In Mind* (TMIM) features a wide range of thought-leadership content, including a research report, videos, blogs, how-to guides, webinars and eZines. Over 25 industry marketers have contributed their views and advice.

Five months after launch, TMIM had delivered 34 leads for MOI and two new clients worth £983,500, an ROI of over 2,700%. It has also gained industry recognition as a key source of B2B technology marketing guidance.

[198 words]

Main Submission

About the client company

Marketing Options International (MOI) is an integrated marketing agency specialising in the B2B technology sector. Clients include major brands such as Oracle, OKI, EMC and Fujitsu. Founded in 1987, MOI today employs 47 marketing professionals and has offices in London, Sydney, Singapore and San Francisco.

Strategy – broader business issues the company is facing

MOI had traditionally carried out tactical campaign work for clients, but wanted to evolve to deliver more strategic value. To achieve this it needed to demonstrate its understanding of the core issues faced by B2B technology marketers, and raise its profile as a strategic consultancy.

Objectives of the campaign

In mid-2011 MOI conceived an ambitious, year-long, content marketing campaign, called *Technology Marketing In Mind*, with three main objectives:

1. Increase awareness of MOI as experts in helping B2B technology companies to overcome strategic marketing challenges and achieve better results from their marketing activities

2. Generate £400,000+ of new business between November 2011 and October 2012

3. Gain industry recognition for TMIM as a unique source of advice and inspiration for senior B2B technology marketers

Success would be measured using a number of KPIs, to be achieved between November 2011 and October 2012:

<u>Awareness</u>

- 3,600 unique visits to the campaign's Mindshare Café website
- 15% increase in traffic to the MOI website
- 2,000 downloads from the TMIM content library
- 5,000 views of TMIM videos
- 200 high-quality, relevant Twitter followers

<u>Revenue Generation</u>

- Set up 40 new business meetings
- Be invited to participate in 24 new business pitches
- Sign up eight new clients with an average value of £50,000 each

Industry Recognition

- TMIM to be cited by senior B2B technology marketers as a key source of best practice advice
- MOI to be invited to participate in at least two B2B Marketing thought-leadership groups, committees, councils, or events

The target audience

The campaign was designed to create a single source of information on industry best practice for senior marketers in UK-based B2B technology businesses. MOI had identified that there was no such publication, association or website in existence, and that such a resource was very much needed.

Media, channels or techniques used

The campaign would deliver relevant content to the target audience in such a way as to guide them through a buying cycle until they appointed MOI on a project or retainer basis. MOI conceived this as a three-phase cycle, developing appropriate content for each phase:

1: Brand Awareness – generating awareness of MOI among B2B technology marketers

2: Relationship Nurturing – keeping prospects warm by providing relevant, useful information

3: Lead Generation – turning prospects into sales-ready leads

Phase 1

Key content elements:

A website, called the 'Mindshare Café', the main destination site hosting the Phase 1 content outlined below. The site captured basic contact details and conducted automatic lead scoring so that qualifying visitors could be entered into the Phase 2 nurturing programme.



Video interviews with over 25 senior marketers from brands including IBM, Microsoft, Dell, Cisco and Autodesk. Interviewees shared experiences and best practices in areas including social media marketing, lead generation and sales/marketing alignment. MOI sourced speakers, filmed the interviews and edited them into 12 monthly themed chapters, each featuring two or three bite-size videos focusing on best practice in a specific area.

Blog posts on key B2B technology marketing issues. As well as writing its own posts, MOI sourced guest contributions from vendors and independent experts including Microsoft, Acrotrend and Circle Research.

Phase 1 content was regularly promoted through social media (Twitter, Facebook and RSS), MOI eBlasts, third-party email blasts (e.g. B2B Marketing's eDispatch) and print and online advertising.

<u>Phase 2</u>

Visitors to the Mindshare Café were scored using Silverpop marketing automation software. Those scoring 50 or more were automatically entered into Phase 2, which featured the following content:

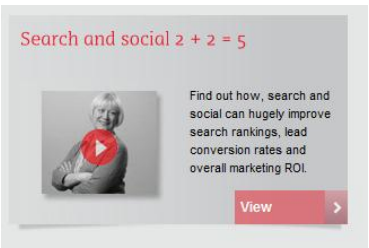
Quarterly eZine, each with 4-5 articles on current challenges in B2B technology marketing, with links to download further useful content from the resource library on the MOI website.

Thought-leadership content created by MOI, with contributions from third-party experts, offering practical advice for senior B2B technology marketers. This content included:

- A detailed report summarising the findings of an MOI-commissioned Circle Research survey into the changing landscape of B2B technology marketing, 2011-2014.
- A webinar presented by MOI's Head of Digital on how to combine search and social marketing for maximum ROI.
- A "How-to" guide to successful analyst relations, including expert advice from Duncan Brown of influencer marketing consultancy Influencer50.
- A webinar presented by MOI's online event marketing specialist on how to get more value from virtual events.









Phase 3

Prospects who engaged with the eZine and the thought-leadership content were scored again. Those who scored as hot leads were moved into Phase 3, in which MOI profiled each one before calling them with a view to setting up an exploratory meeting. Prospects who were not ready to have a meeting were returned to the nurture programme to receive further quarterly eZines.



Timescales of the campaign

May-Jun 2011	Research and Planning
Jul 2011	Messaging and Creative Development
Aug–Sep 2011	Video Filming, Content Creation, Design
Oct 2011	Editing, Programming, Testing
Nov 2011	Campaign Launch
Nov–present	Monthly video and blog content updates, eDMs (Phase 1) Quarterly eZines and thought leadership content (Phase 2) On-going lead scoring, follow-up and reporting (Phase 3)

Budgets

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

Results

TMIM launched in November 2011 with 1,346 contacts in the database. By the end of April 2012, more than 1,300 unique visits (excluding bounces) had been made to the Mindshare Café, with 44% returning. Thirty-four prospects had entered Phase 2 and six meetings arranged, resulting in two new clients worth £983,500 – a 2,700% return on the campaign budget. MOI has been approached to partner with the CIM and feature as guest speakers at Silverpop's annual customer conference in June. The list of TMIM contributors continues to grow as its value becomes recognised across the industry.

Client testimonial

"Technology Marketing In Mind is a much-needed platform for Technology B2B marketers to access expert guidance to help their businesses adapt to our increasingly digital world. Thanks to Marketing Options International for having the vision to create this peer-to-peer networking approach."

Allister Frost, Head of Digital Marketing Strategy, Microsoft UK

[1,037 words including headlines]

Supporting material supplied: One A2 Creative Board