IAS b2b Marketing

B2B Marketing Awards

Category number: 6

Category name:
Best use of digital techniques or technologies

Programme/initiative name:
What's Your Business Grade App

Agency: IAS b2b Marketing

Client: TalkTalk Business

URL or microsite:
www.talktalkbusiness.co.uk/solutions/businessbenchmark

B2B Marketing AWARDS 2012
FINALIST

Summary

TalkTalk Business approached IAS b2b Marketing with a challenge not uncommon to the B2B world. IAS' response was anything but common, delivering the highest degree of creative engagement and digital interaction. Let's start with the request. How can the brand get prospective clients to open up and provide highly personalised information, so we can sell to them? Truth is, no enterprise worth its salt will drop their guard and expose finite details such as current providers, product usage and contract renewal dates, without a damn good reason. IAS developed a three stage engagement with Eloqua (a campaign automation tool) at the heart. This ensures relationship building and lead nurturing proceed at the prospect's own pace. In business, prospecting is ongoing and shouldn't be restricted by an end campaign date. It's still ongoing as you read this entry! Stage one was an industry telecoms and technology benchmark survey. Stage two involved benchmarking individual performance against the survey using a new innovative web app. This delivers personalized infographic results to share with colleagues and social networks. Stage three uses the results to invite recipients to take a 'Future Fit View' (IT audit) and finally drop their guard, like Manchester United did!

(195 words)

About the client company

TalkTalk Business (the business brand of TalkTalk) is an all IP next generation telecommunications network provider — exclusively for businesses. They offer the widest UK range of IP connectivity products and services such as broadband, EFM and Ethernet from which customers can converge voice, data and future applications.

Strategy — broader business issues the company is facing

TalkTalk Business' business strategy is to grow market share with corporate enterprises and leading channel partners, offering high bandwidth solutions. To succeed the brand has to attract a new breed of customer, one that is currently unappreciative of the compelling propositions offered by the scale and resilience of the all IP network.

Objectives of the campaign

Objective One: Develop a sustainable campaign mechanism that attracts data capture to facilitate subsequent lead nurturing.

Objective Two: Deliver brand engagement with a market unaware of the product and service offering.

Objective Three: Create economies of scale by delivering a solution that meets the needs of the Corporate and Partner sales channels.

The target audience

CIOs, IT Directors, Heads of IT, Heads of Procurement and IT Managers within corporate enterprises of over 500 employees with 10 UK sites or more. Business Owners, Commercial and Operational Directors make up new channel Partner targets.

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

Media, channels and techniques used

Creative platform

Business Grade is the overarching proposition for TalkTalk Business and the LightWriter the engaging vehicle for delivery. See Campaign Landing Page:

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http://www.talktalkbusiness.co.uk/lightwriter/index.htm

In this instance the LightWriter's simple message was 'this time it's personal'. This captures the core need of customers who desire products and services they need, not those providers want to sell. More subtly, users of the web app receive a highly personalized infographic report.

"Get Down to Business Grade?" was the campaign call to action. Visit the website and download the Industry Benchmark Survey before using the app to compare your own Business Grade performance against industry peers.



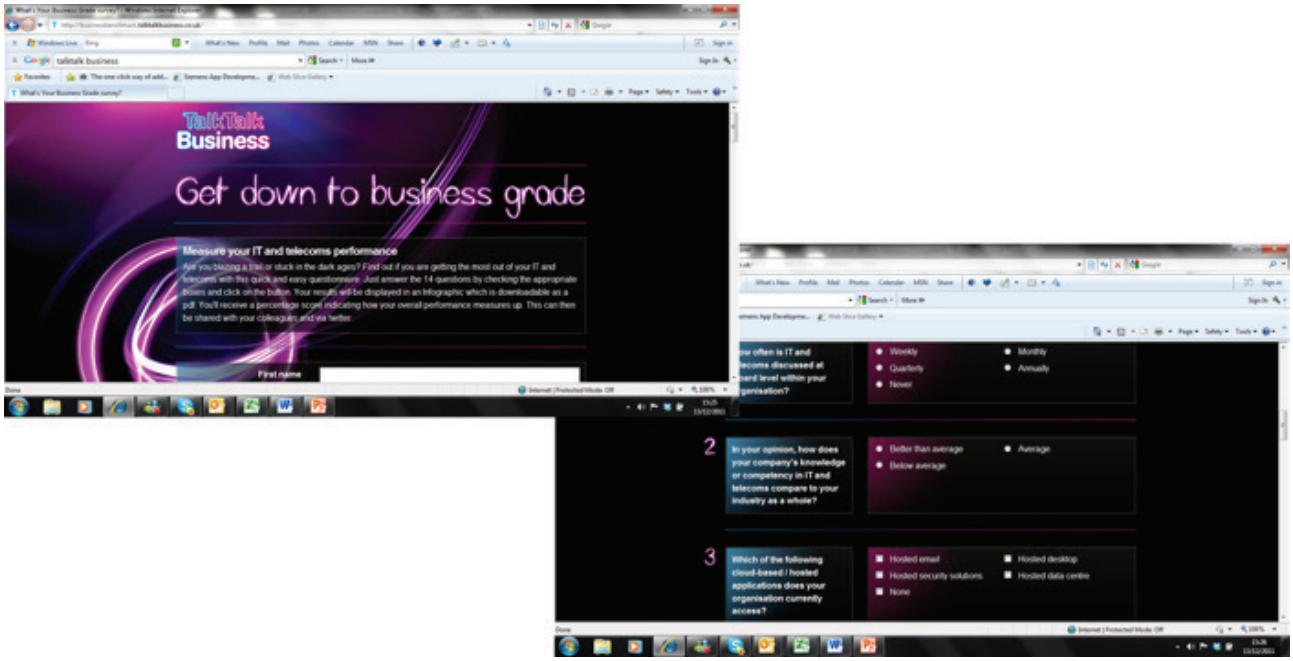
IDG UK Telecoms Benchmark Survey

IAS commissioned IDG Global Solutions to conduct two benchmark surveys for UK corporates and partners. We asked the big questions to get an insight into how UK businesses and partners are using telecoms, what they've implemented, invested and how fast they're moving. The survey was completed with 1,000 respondents to generate a quantitative benchmark. A separate report for corporates and partners was produced and offered as a registered download for data capture.

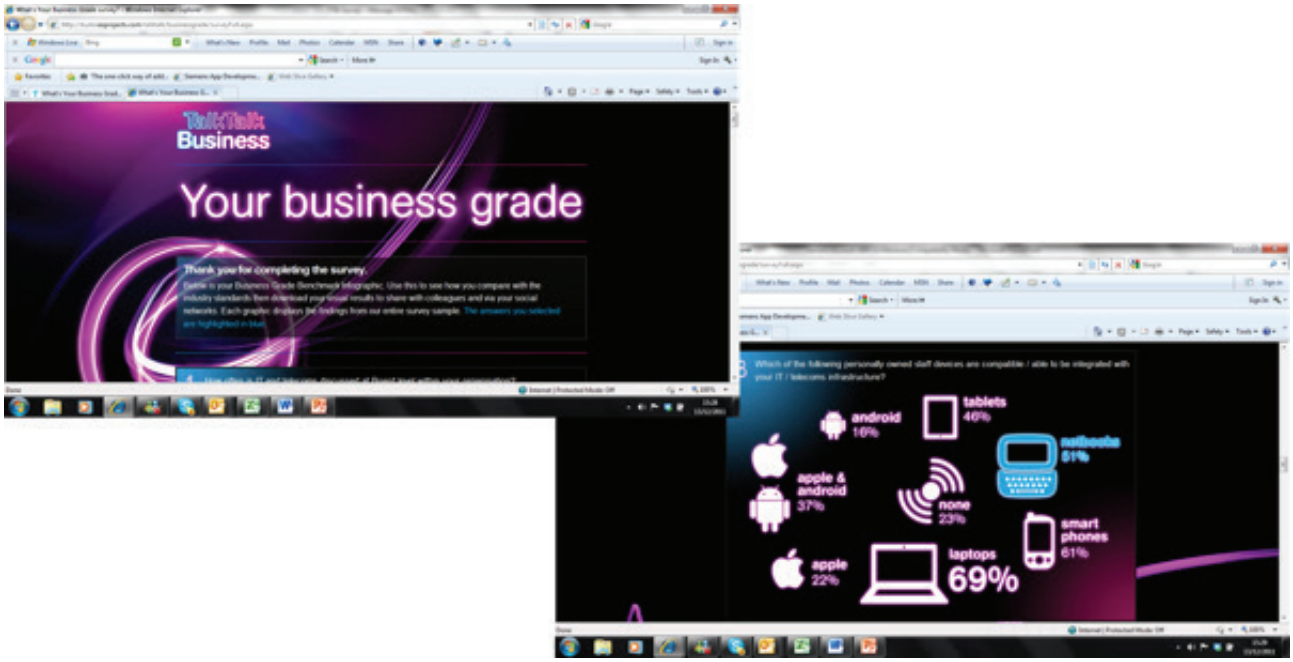
What's Your Business Grade? Web App

The web app is a stand-alone .Net aspx page. The applications use Microsoft .NET Framework 3.5 SP1 and run on Windows Server 2003/2008 with IIS6 or IIS7 (web server).

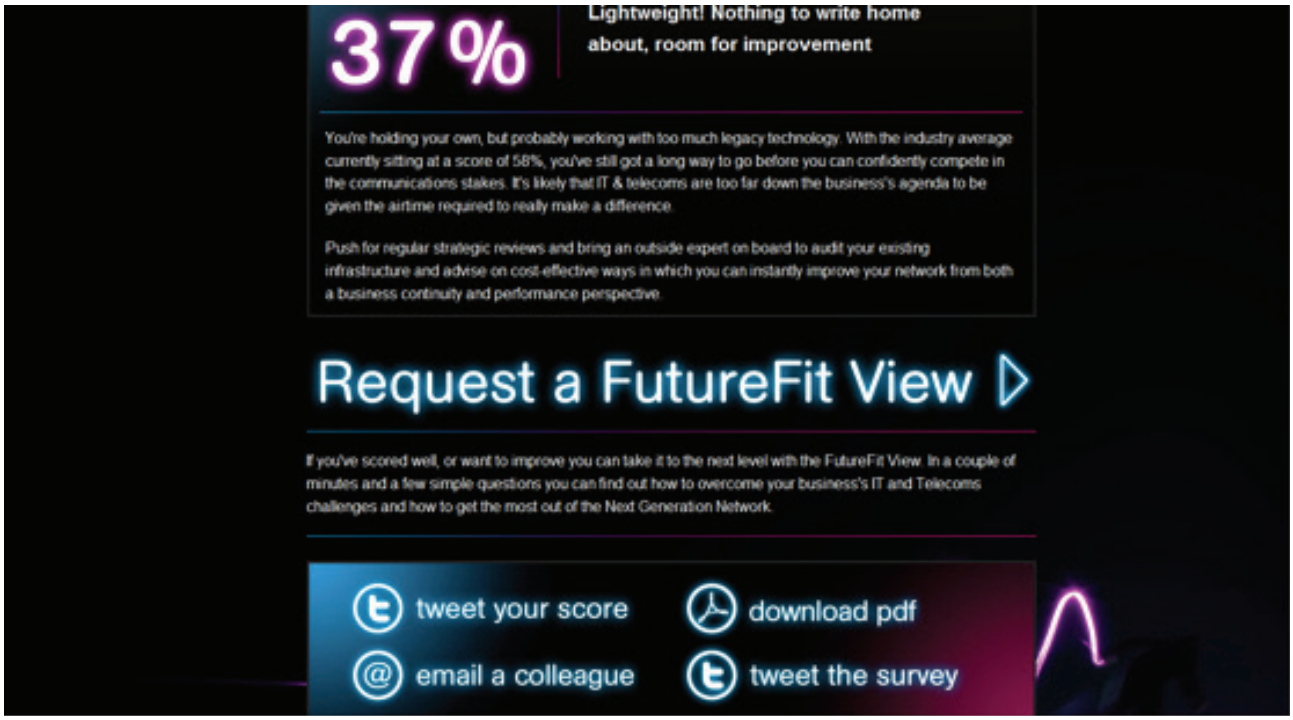
Having downloaded a survey report, the Eloqua Campaign Automation system invites respondents to benchmark their own performance against industry peers. Via the web app, users enter basic personal details and answer the same benchmark survey questions. Once completed, killer questions such as annual technical spend, number of providers and next IT & telecoms review date are strategically asked. Users are more likely answer these now as they're at the end of 'giving data' with something to gain.



Hitting submit, users are instantly presented with their digital report. The answers to the original survey questions are displayed as cool infographics. The user can clearly see their answer, good or bad, as it's presented as a blue infographic (see below for example).



Multiple choice survey answers were pre-assigned a points score. Questions were balanced to help determine how technologically advanced a business is. Users are presented with a final score (think Klout) calculated from their total answers, supported with recommendations on how to improve their score in the future. See the below 'Low Business Grade' score example.



To encourage social sharing, participants are provided with four additional interactions; tweet your score, download your PDF report, email the report to a colleague or tweet the survey. All the functionality to share is pre-built within the application.

Website

A landing page is the gateway to the IDG survey and web app. Designed for downloads and app interaction the landing page is stripped back to focus on key goals. Banner ads within the main website direct traffic to the landing page. See Campaign Landing Page:

WATCH VIDEO

http://www.talktalkbusiness.co.uk/solutions/businessbenchmark/

Paid, Earned, Owned Media

To promote the survey and web app, email campaigns, trade e-casts, advertising in Comms.Business and Comms. Dealer, trade PR and Social Media (blog, Twitter, LinkedIn) were used to reach partners. Email was the predominant channel used to target corporates.

Sample: Launch e-mail promoting the survey and app



Eloqua Campaign Automation

In addition to outgoing campaigns, lead nurture campaigns include following up survey downloads to entice app interaction. Those who complete the app are nurtured based on their final score. With five possible outcomes, participants receive phased follow-up emails offering advice and product recommendations to enhance their performance. Once they become a Marketing Qualified Lead (MQL), leads are transferred to Salesforce.com for the sales team to follow-up.

Timescales of the campaign

Concept and plan: November 2011

Survey: December 2011 — January 2012

Scoping: December 2011 — January 2012

App development: January — March 2012

Creative development and Eloqua set-up:
February — March 2012

Go-live: March 2012.

Budgets

IAS' budget for the Survey, App Development and creative production of landing pages, survey reports and emails was £65,000.

Results

1,800 unique page views

136 brand engagements

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Year One Contract Revenue Pipeline (Corporate): £720,000

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Year One Contract Revenue Pipeline (Partner): £600,000

Total Year One Contract Revenue Pipeline: £1,320,000.

Supporting material

- x1 A2 presentation boards

Client testimonial

"The web app is the most digitally advanced lead generation mechanism that we've ever done. It gives us the opportunity to have conversations with our gold prospective customer profiles. It's a great added bonus that our investment lives on and IAS has shown great innovation in what they've delivered for our brand."

Paul Higgins, Head of Marketing

(Main submission word count: 937)

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