EARNEST

FINALIST 2013 B2B AWARDS

Make the web work for you

Category number: **5**

Category name: **Best use of creative**

Campaign name: **Make the web work for you**

Agency: **Earnest**

Client: **Google**

Campaign URL: **UK: think.events-google.com/signup**
Germany: www.google.de/ads/online/

Word count: **729**

Confidentiality: **All financial information is confidential**

Google

Summary

Word count: 196

Make the web work for you

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How do you create a campaign that pops up in all the right places?

The Google SMB Marketing Team wanted our help in persuading potential advertisers to spend more of their marketing budget with Google. Not only did we have to compel a cautious audience about the benefits online advertising could bring, but we also had to educate them on the different approaches they could take - enabling them to make the web work for their business.

We knew that to get cut-through this campaign would need to be special - sharing something that could grab our audience's attention and keep them interested... And it needed to deliver useful content that they would keep, share and refer to, again and again.

What did it involve?

- A customer-acquisition campaign targeting German and UK marketing executives to drive engagement, create awareness and build relationships
- Positioning Google as digital experts, and the best partner to help their business succeed online
- Creating content that clearly explained Google's role in helping businesses reach new customers and establish new connections

Interactive direct mail

Earnest developed the 'Make the web work for you' campaign, delivering engaging content in the form of an interactive pop-up book and pop-up cube mailer - featuring a series of handy infographics.



Tier 1 targets: Interactive pop-up book



Tier 2 targets: Pop-up cube mailer

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About the client

Google is a global technology company focused on improving the ways people connect with information. Its products and services cover search, advertising, web applications, mapping and cloud computing, to name a few. We were engaged by the Google SMB Marketing Team – responsible for Search, YouTube and Mobile advertising, and the Google Display Network.

Objectives

- Drive sales for Google SMB
- Promote the full scope of what Google Ads can offer
- Get prospective customers signing up to a lead nurture program to receive exclusive content and the latest digital marketing insights - via email and events
- Provide a gentle conversation warmer for the sales team

Strategy

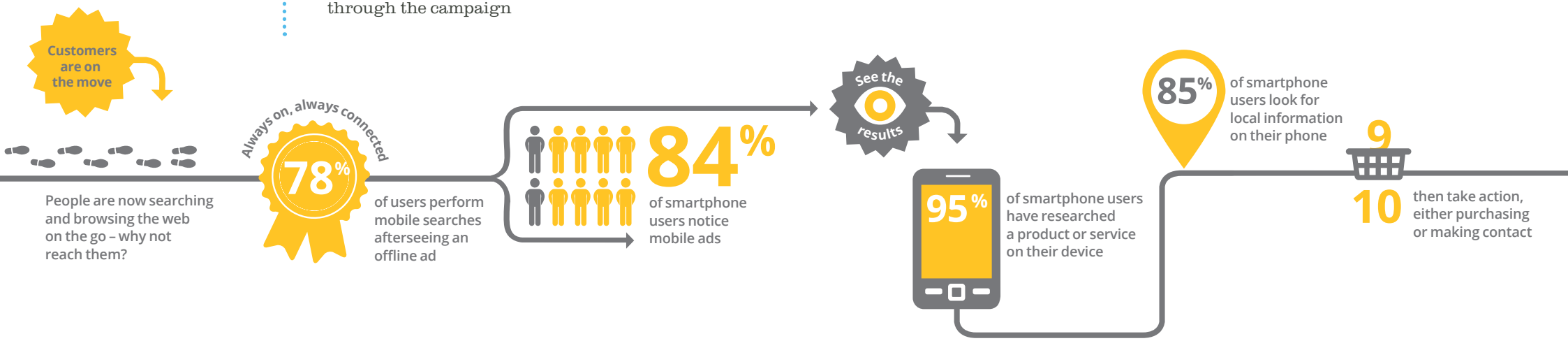
We needed to gain traction amongst potential advertisers when email just wasn't getting the right results.

There were two things we had to do. Firstly, convince our target audience that Google could help them reach their own audiences more effectively, and secondly, to explain that Google Ads is actually a lot more than just search – it encompasses YouTube, Mobile and the Google Display Network. This wasn't just about selling; this was an educational piece.



Moving pop-up element

Infographic theme runs through the campaign



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The target audience

Sectors: Manufacturers, wholesale/distribution, professional services, mining/energy, agriculture

Role: Head of Marketing, Marketing Director, Chief Marketing Officer, VP Marketing

Size: Small to medium-sized organisations

The audience was also segmented into two tiers based on their potential value as an advertiser. Tier 1s received the interactive pop-up book. Tier 2s received the pop-up cube mailer.

Audience pen portraits

We began by profiling our audience - as we wanted to be sure that the campaign messaging would be strong enough to address their varying needs. This allowed us to create a series of personas summarised below:



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What was the big idea?

‘Make the web work for you’ is about helping potential advertisers to deliver effective online strategies that deliver the best return for the business.

Our internal brief was: Make it informative but fun

We combined the educational nature of the well-loved infographic with the interactive element of a pop-up to create a compelling piece of content our audience would be sure to keep, refer to, and share.

We felt the best way to showcase the Google offering would be to use this to illustrate the buyer’s ‘path to purchase’ using Search, Mobile, YouTube and the Google Display. If they could understand the way their customers behaved online, they would understand the sense of urgency about making sure their business is visible online.

This interactive paper equivalent to the online experience would make for an unexpected and enjoyable way to explain Google Ads - it was a direct marketing push – but with content designed to be as shareable as possible with their peers.

Personalisation

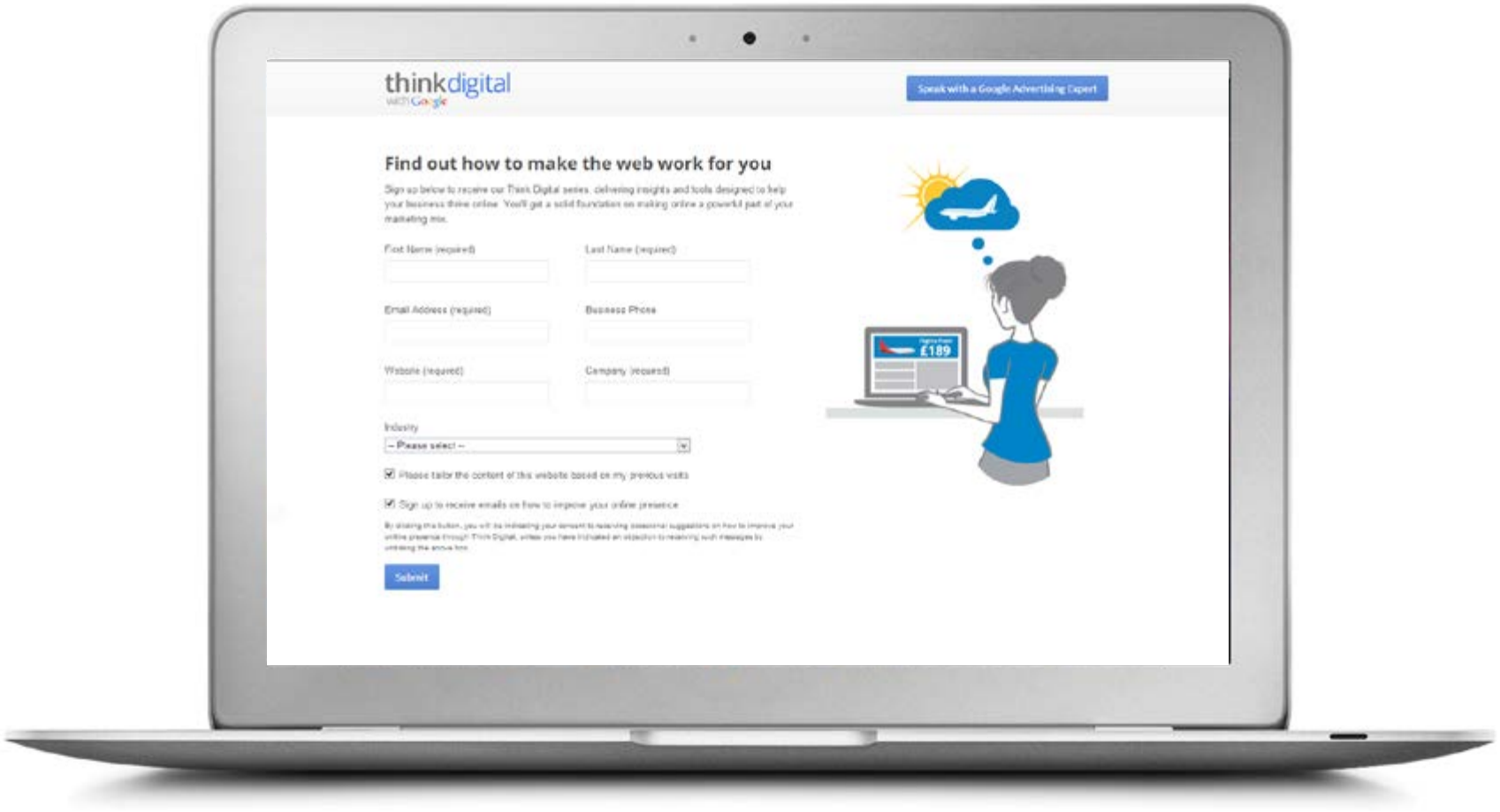
The campaign went out across Germany and the UK, so the content, including statistics, had to be localised to each country. And to make our prospects feel extra special we added personalisation and the contact details for their own sales rep, so they knew they’d be supported every step of the way during their first campaign.











Campaign landing page

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Timescales

- **Brief:** September 2012
- **Strategic research:** October 2012
- **Creative development:** November 2012
- **Production and rollout:** from December 2012
- **Launch:** April 2013

Results

- 3 deals within first week of launch
- 6:1 ROI pipeline within first 2 weeks
- 100+ sign-ups for UK online marketing series

Budget

ALL FINANCIAL RESULTS ARE CONFIDENTIAL

> **Earnest really understood what we were looking for from this campaign. The creative was spot on. They produced something of real worth – something genuinely useful, in a way that really captured what we're all about as a company. It disarmed any complexity and clearly illustrated the benefits of our online solutions in a way our audience would easily understand.**
>
> **Ruth Brennan**
> Product Marketing Manager
> Google

> The quality of the creative is fantastic! And feedback from clients has been great too. Thank you!
>
> **Google Sales Rep**

> The book is not only beautifully presented, but the content is also extremely useful and informative.
>
> **Google prospect**



Scan the QR codes below to see videos of the DM in action

Pop up book

Pop up cube