


**Category number: 7**

**Category name: Best use of Social Media**

**Programme/initiative name: #powwowHELPMEnow**

**Agency [if appropriate]: PHA Media**

**Brand or client: Powwownow**

**URL or microsite [if appropriate]: www.powwownow.co.uk**

**Summary**

How do you launch a B2B Social media campaign that a) generates huge buzz and awareness b) allows you to directly engage with your target market and c) has a direct impact on driving traffic to your site?

For Powwownow, the UK's leading conference call provider, the answer was simple. Launch a social campaign that is quirky, fun and helps businesses.

Introducing the #PowwowHELPMEnow campaign aimed at solving British workplace woes and improving lives of office workers across the UK. From helping businesses celebrate anniversaries by sending string quartets to their offices to relocating an entire office onto the roof of their building to enjoy the sun.

Throughout the month of June and July, Twitter users were encouraged to tweet problems they were experiencing at work or ways their working day could be improved. Powwownow resolved as many issues as possible by choosing tweets at random.

By linking social with offline activity the business showcased its personality while increasing conversations and engagement on their social channels.

The campaign was the brands most successful B2B social media campaign to date with results including:
- 26% increase in customer dialogue via social media
- 11% spike in traffic to the website

Word count: 199

**Main submission:**

**About the client company**

Powwownow is the UK's leading conferencing and collaboration provider for small and midsize businesses servicing approximately 240,000 active users in the UK, France and Germany.

Powwownow offers free conferencing solutions (other than call access charges due to your telephone service provider or optional premium services) and provides one of the most cost-effective conferencing services on the market, offering screen share, call recording, scheduling tools and mobile apps.

**Strategy – broader business issues the company is facing**

Powwownow wanted to appeal to a mass market audience from one man start-ups to SME's of varying sizes and big global corporations. Its current client database is predominately made up of SME's and these were a significant target.

The organisation faces competition from Skype and other providers in the industry. It is a challenger brand that aim to be at the forefront of people's minds and seen as the 'go-to' provider of conference calling and other work related services that aid productivity, when people are in need.

**Objectives of the campaign**

The main objective of the campaign was to increase awareness of the company among office workers throughout the country, particularly those working in start-ups and SME's, in order to drive traffic to the Powwownow website and covert these views in to new clients.

The campaign aimed to achieve general coverage of the company in order to raise brand awareness, as opposed to focusing on or linking back to particular core services.

The campaign aimed to position Powwownow as enablers, helping office workers get jobs done more quickly and efficiently from wherever they may be.

**The target audience**

The campaign was designed to appeal to UK office workers of all sized businesses and of varying industries. Powwownow is a champion of flexible working and are aware that sole traders and SME's often trade in this way, they were a primary target.

**Media, channels or techniques used**

Twitter was the primary platform, which allowed the company to interact personally with individuals as well as companies.

The hashtag #powwowHELPMEnow was created to track responses and the campaign was also advertised through Powwownow's Facebook page, on its website and was launched on leading marketing sites such as B2B Marketing.

Powwownow sent a number of daily tweets leading up to and throughout the duration of the campaign encouraging office workers to tweet any problems they were currently experiencing.

The target audience was reached using topical, trending and work related hashtags such as #heatwave and #sunshine. This allowed Powwownow to tap into work related issues that were on the news agenda at the time and get involved in this conversation.

Last summer’s heatwave was a hot topic in the news during part of the campaigns duration and The Office Group, a company offering smart working space, tweeted using the relevant hashtag that their office was too hot and stuffy to work in and that they wanted to be working on the roof in the fresh air.

All responses were tracked and Powwownow responded by offering help and striking up an online dialogue. Problems were then solved physically for these respondents on a case by case basis.

Powwownow responded to the tweet above by turning up at their offices with removal men and relocating an entire floor of their offices on to the roof of their building for the day. Other examples include delivering a platter of sandwiches to a company called ResourceiT whose caterer was on holiday and sending a quartet band and some cakes to another office as a celebration of the companies 10th birthday and to liven up their Friday.

The activity achieved a variety of coverage in national, regional and trade outlets, including the Mail Online and the Daily Telegraph.

**Timescales of the campaign**

Research for the campaign began in early May as we identified ways in which Powwownow could relay their message of being enablers for SMEs in a creative manner.

The common consensus was that every company endured small gripes on a daily basis and it would be useful to tap in to these by offering physical solutions.

Phase one began in early June encouraging companies and to tweet their problems using #powwowHELPMEnow.

After gaining traction across social media and the marketing press, phase two took place in July with the aim of remedying as many problems as possible and gaining national coverage for the campaign.

Powwownow ensured that the campaign was monitored stringently so that lessons could be learned and successes could be replicated in future campaigns. All channels were analysed throughout to see if and how its impact had spread further afield.

**Budgets**

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

## Results

The campaigns success was measured through brand awareness and leads generated. June and July is a notoriously quiet period for Powwownow yet the campaign generated social reach of 6,282,087 during this period (an increase of 424%).

From an acquisition point of view, the website traffic increased by 10.96% during the six weeks of the campaign; results which were particularly gratifying considering there was no other media activity during this period.

Powwownow experienced a 13.57% YoY increase on social click-throughs to its website and between May 27th and July 11th, reports showed that 26 conversions came directly from social media-attributing to 2% of overall conversions for this interval.

The results far exceeded Powwownow's expectations and the AVE (advertising value equivalent), would have cost them £42,090. Press coverage was received in 30 different outlets.

## Client testimonial

'#PowwowHELPMEnow was undoubtedly one of our most successful social media campaigns to date. It not only grew our brand awareness as a solution for companies of any size, but also highlighted the fact that we always put customers at the heart of our business. This social campaign is definitely one for us to learn from, as it allowed our business to be exemplified as an enabler for productive working and engage with the relevant people, all whilst remedying common workplace complaints!' – Jacqui Keep, Head of Content Marketing at Powwownow

Word count: 998

## Supporting material supplied

Significant press coverage
Handful of images
Video link
Selection of related Tweets