*Marketecture.
inspiring b2b marketing

FINALIST 2013
B2B AWARDS

Category: **8**

Category name:

BEST USE OF CONTENT MARKETING

Programme/initiative name:

OUTSAUCE LAUNCH CAMPAIGN



Agency: **Marketecture**

Brand or Client: **Outsauce**

URL:

www.outsauce.net

Microsites:

www.outsauce.net/recruiters-toolkit
www.outsauce.net/compliance-survey

SUMMARY

Following a strategy review which initiated a new brand name and identity, Marketecture was tasked with launching Outsauce as a 'reinvented' support service provider for the recruitment industry.

The two key challenges were to:

1. Quickly establish a new brand profile
2. Deliver immediate ROI

Marketecture's strategy was to develop a content marketing programme based around two key offer-related themes:

- **Financing services:** "The Recruiter's Toolkit: The myths, half-truths and pitfalls of setting up a recruitment business".
- **Contracting services:** "The Compliance Barometer: Discover how recruitment leaders are really dealing with the compliance challenge in 2013".

The campaigns were operated around Marketecture's b2b content model for lead generation (Contentment*).

Research revealed that competitors were investing heavily in marketing programmes targeting lead conversion at the bottom of the funnel (premium keywords on SEO/PPC etc). However, an opportunity was identified to promote intelligent and motivating content to target buyers in early research mode.







THE RESULTS

Financing Services

- A return of £16.12 for every £1 invested in the campaign.

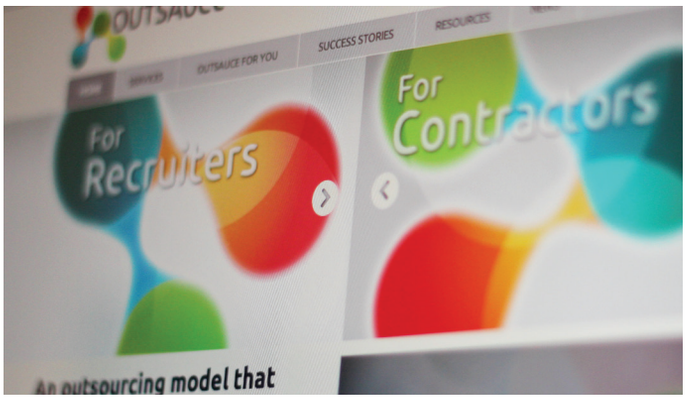
Contracting Services

- A major £1M account win within two months of campaign launch.

***See: www.marketecture.co.uk/contentment**

ABOUT THE CLIENT COMPANY

Outsauce provides specialist services for UK recruiters and contractors – including financing, accounting and contracting support. Established in 2000, the company was formerly known as Oriel Holdings and comprised three distinct sub-businesses. Following a MBI at the beginning of 2012, Oriel began a process to unify its services – culminating in a rebrand in January 2013, accompanied by a new brand proposition of 'joining the dots'.

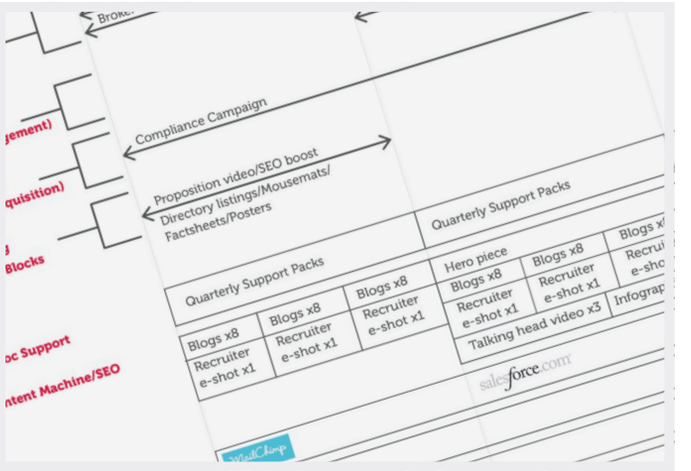


OUTSAUCE

STRATEGY – BROADER BUSINESS ISSUES THE COMPANY IS FACING

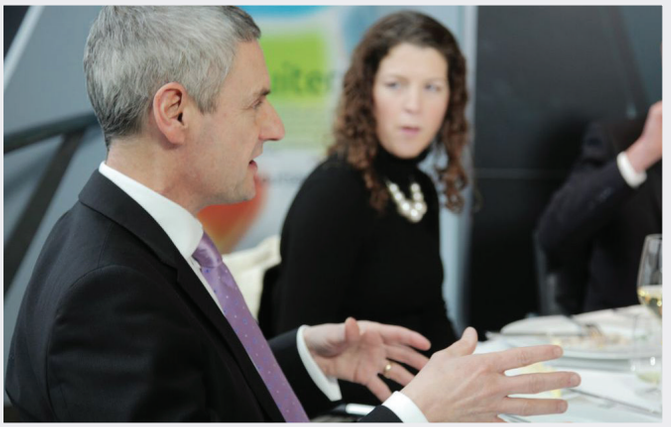
Following the rebrand, Outsauce needed to:

- Rapidly assert and grow market presence
- Differentiate from competitors in a heavily commoditised market
- Establish credibility and create a reputation for excellence
- Communicate industry experience – 'by recruiters, for recruiters'
- Engage with and achieve partner status with key industry bodies.



OBJECTIVES OF THE CAMPAIGN

1. Position Outsauce as the de-facto industry choice, through the provision of insightful and 'decision ready' information.
2. Generate a qualified lead pipeline.



STRATEGY

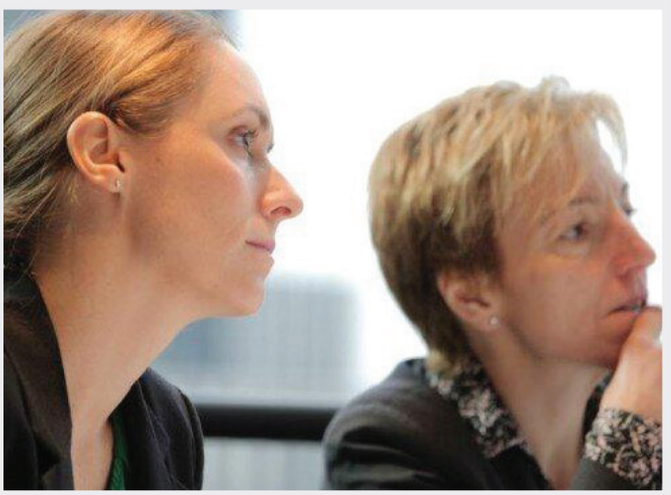
- Create insightful and practical content as 'soft offers' of value to recruiters.
- Maximise content repurposing opportunities using Marketecture's Contentment model for lead generation.
- Feed sales teams with early intelligence on prospects engaged in the content engagement funnel.
- Generate 'evergreen and optimised' content based around a strategic keyword profile.

*Contentment
inspiring b2b content marketing

THE TARGET AUDIENCE

SME UK recruitment businesses with between 1-250 employees.

- **Key persona profile**
  - Owner-managers of recruitment businesses
  - Entrepreneurial risk-takers operating in an environment fraught with legislative pitfalls
  - Varying funding/ back office/ contractor service requirements
  - Differing levels of industry awareness/ sophistication.

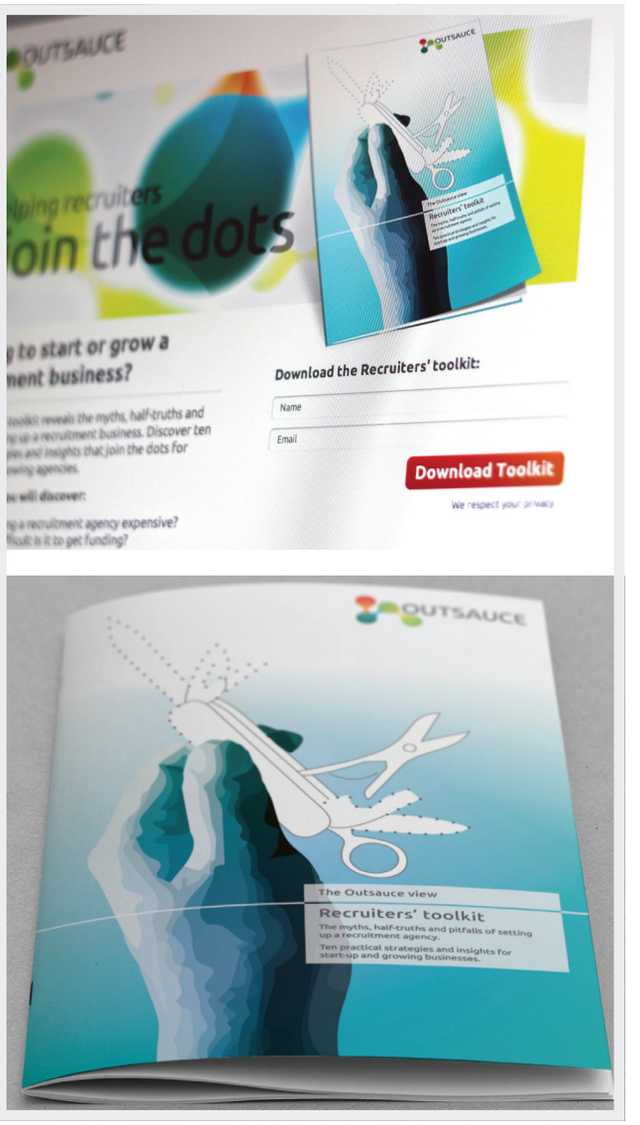


MEDIA, CHANNELS OR TECHNIQUES USED

Two pieces of long-form, 'hero' content promoted over a six month period.

- Recruiters' Toolkit
  - o Practical advice & insight, covering finance/ admin/ business ownership considerations.

- Compliance Barometer: Survey, Report and Presentation
  - o Targeted at the wider recruitment sector and industry bodies seeking the sharing of ideas around compliance issues
  - o Qualitative online survey with 147 responses from UK recruiters, followed by survey findings.



Example: Recruiters' Toolkit

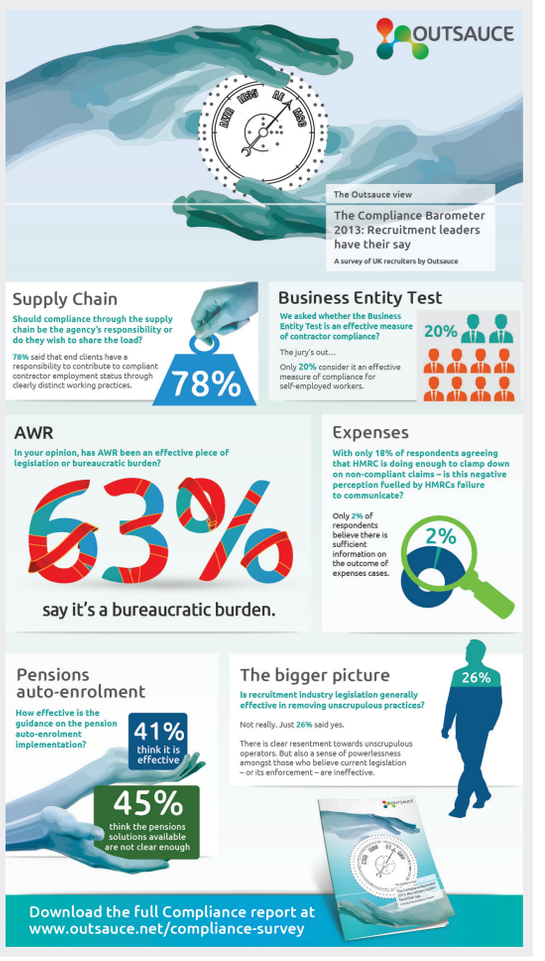


Example: Compliance Barometer

EXECUTION AND PROMOTION

Same model for both Hero pieces with tactics tailored to buying cycle dynamics.

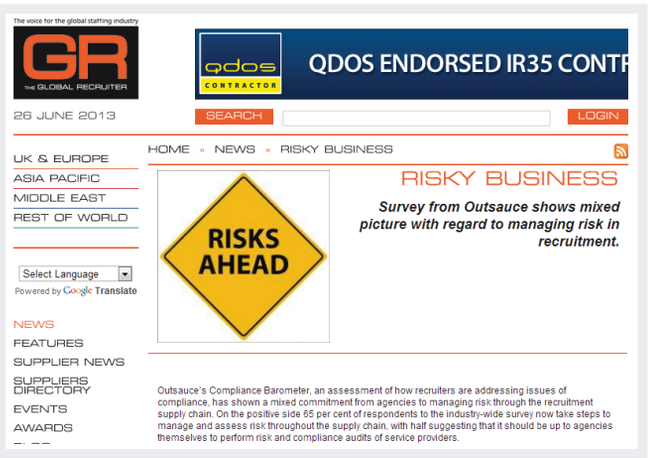
- Data capture landing pages to access hero content:
  - Multivariate testing to achieve a conversion performance of 39%
- Blogs
  - Syndicated into one per week per content piece:
    - Total = 12+ each per content piece
  - SEO – according to campaign profile and individual themes, using 'long-tail'/top of the funnel strategy
  - Promoted via social media channels according to MKT 'Sales 2.0 checklist'
- Social media
  - Twitter
    - Content promotion based on themes (linking to hero content or via blogs)
    - Topical commentary (linked)
- LinkedIn
  - Targeted groups profiled and ownership assigned to sales team following training workshop
  - Sales 2.0 strategy included a 'listening for leads' and 'conversation starter' service to promote content
- SlideShare
  - Presentations adapted from content and promoted via other social channels.
  - Slideshare Pro lead capture deployed
- Visual media
  - Infographics x 2
    - Infographics promoted via social channels
    - Segmented into individual themes to accompany blogs and social channels
  - Videos and Presentations
    - Content promoted via SlideShare (www.slideshare.net/outsauce)
    - Talking heads video filmed at The Gherkin, London (promoted via YouTube, email, DM etc)

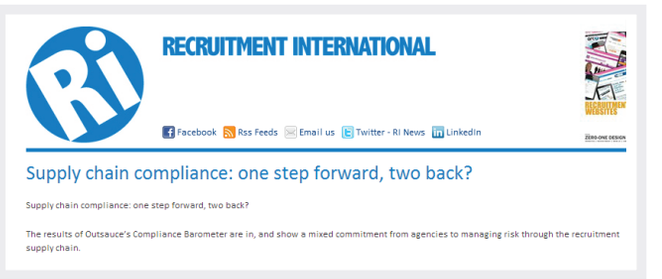




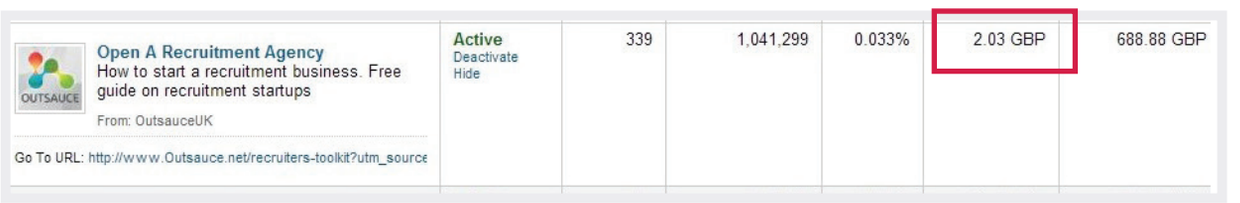
EXECUTION AND PROMOTION cont.

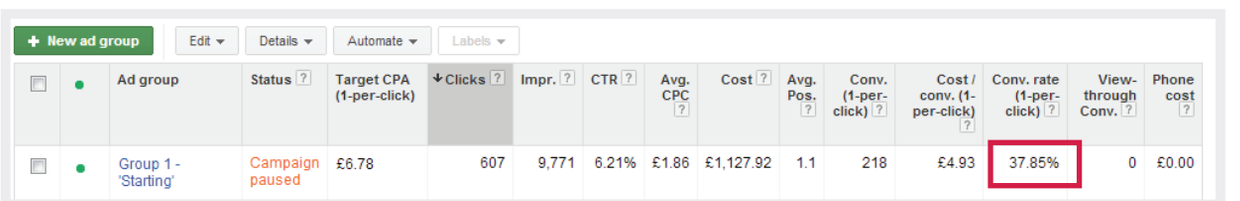
- PR
  - Launch release for each piece of content
  - Topical news commentary, linking back to content
  - Interviews, referring to content
  - Direct media engagement/media 121s
- DM
  - Compliance survey results repurposed as direct mail to key prospects with personalised letter/offer
- Advertising
    - AdWords - conversion rate of 37.85% achieved
  - LinkedIn
    - CTR of 0.033% achieved
  - Banner/ Leaderboard advertising of Recruiters' Toolkit
- Media partnerships: Recruitment International/ Global Recruiter
  - Co-branded emails to 20,000 subscribers promoting content download
- Events
  - Compliance Roundtable at The Gherkin, London
    - Senior representatives from leading recruitment agencies in attendance
  - 2 x Recruitment Leaders' events:
    - Joint initiative with Brabners Solicitors
    - Respected industry spokespersons chairing











TIMESCALES OF THE CAMPAIGN

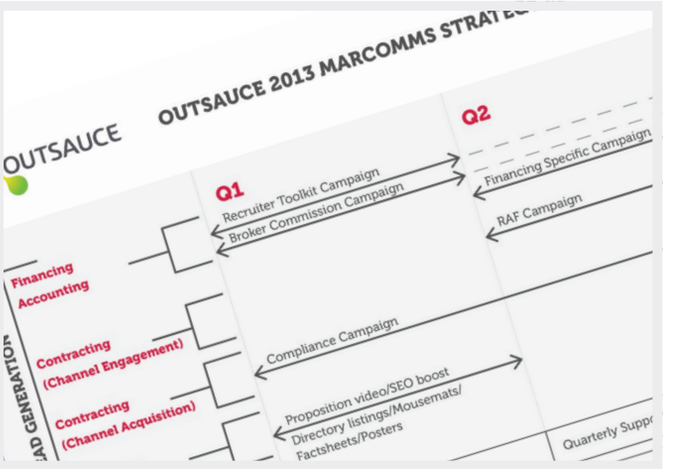
Research/Strategy/Planning (December 2012)

January – March 2013

- Recruiters' Toolkit launch
- Compliance Barometer research
- Compliance Barometer survey launch
- Recruiters' Toolkit survey analysis.

April 2013 – June 2013

- Compliance Barometer survey analysis/report creation
- Compliance Barometer Report launch promotion
- Compliance Barometer presentation
- Analysis reporting of Compliance Barometer and Recruiters Toolkit.





www.youtube.com/watch?v=HboJQxY0Q_Q

RESULTS

Recruiters Toolkit [see enclosed sample document]:

ROI model

- Average Client Lifetime Value*
- Total 'Known Engagement' leads generated = 707
- Total new 'Sales Qualified' leads directly attributed to campaign = 47
- 'Known Engagement' lead value*
- 'Sales Qualified' average lead value*

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

Campaign ROI Calculation:

For every £1 spent: £16.12 return

All figures as at 1 June 2013

Compliance Barometer

Key outcomes

- Secured £1M+ contract as a direct result of campaign activity



"Investment in a content marketing programme was a major leap of faith for the Outsauce board. The ROI model was compelling and the Marketecture team delivered above and beyond our expectations. This programme has transformed our entire sales and marketing engagement model with sales teams focusing their energies full time on marketing qualified opportunities. As a business we have discovered a whole new level of sales efficiency and marketing effectiveness".

Miles Lloyd, CEO, Outsauce