B2B Marketing AWARDS 2012 FINALIST

BT Expedite & Fresca
Multichannel Retail Specialists

Category number: **22**



Category name:

B2B marketer of the year

Name:

Justine Arthur

Job title: **Head of communications and campaigns**
Brand or client: **BT Expedite & Fresca**
Word count: 1000

When Justine Arthur joined BT Expedite we already had a pretty good marketing team. But it was operating in a very conventional way. Justine could have taken the easy option and continued with our existing plan. Instead she ripped everything up on day one, and has since re-built an industry leading marketing function.

Justine's energy, enthusiasm and total commitment to digital won us over at the interview. She was able to draw on cutting-edge marketing experiences – stretching all the way back to mobile campaigns in Japan in 1998!

What we didn't know was how well she would work with our sales team. Rather than sales pushing marketing to do stuff, we now operate the other way around with marketing driving the sales plan. So we now have a fully integrated, multichannel sales and marketing programme.

In the last 12 months she's taken that approach to the next level. And the results in have been stunning with her team achieving 110% of their annual scorecard.

Volume of new business leads has trebled and, most importantly in a professional services business, we've automated reporting so the whole business is now engaged in sales funnel management. And our competitors are all following suit!

http://www.btexpedite.com
http://uk.linkedin.com/in/justinearthur

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About the candidate

Justine Arthur is head of communications & campaigns at BT Expedite, having taken up the reins in March 2010. It's her job to drive new business leads and make sure that every CIO and department head in the top 200 retailers knows that BT Expedite is the best retail IT solutions provider in the UK.

Officially, with a budget of [These details were provided to judges in the original submission but are commercially sensitive and therefore confidential]. and a team of three, her role involves delivering end-to-end lead generation, nurture and conversion campaigns, with standout creative via channels including events, web, social, email, videos and case studies .

But Justine has gone way beyond that. To keep our 10 sales people busy with a succession of great opportunities, she's picked the brains of our technical people and created a clear vision of how shoppers, retailers and technology will meet in the future.

She's got sales and marketing working more closely together than ever before. And everyone in the company now knows and understands the value of "the funnel" so that everything – EVERYTHING – we do, say or produce must help drive opportunities and leads.

The brand they work for

BT Expedite is BT's retail specialist division. Our products and services cover every area of retailing and our customers include Karen Millen, JJB Sports, Pets at Home, Primark, and WH Smith. Our annual turnover is £50-60m with 90% of our revenue from existing customers.



Significant career achievements

1. **BT Talent Pool:** In January 2012, Justine was placed in the BT Retail Talent Pool in the category of Emerging Talent – a small group showing exceptional potential, with particularly high performance and strong leadership potential.

2. **BSI Management Systems:** Delivery of 21 multi-language country websites in 15 languages within a new Content Management System (CMS) leading a global project team of content managers. [Client-side]

3. **AKQA (British Council):** Identified the new client opportunity and led a team to win the tender of a £1m+, multi-country website/CMS migration project, a major online transformation programme requiring navigation through complex internal politics. [Agency-side]

Achievements in the last 12 months

Awareness by CIOs and department heads in top 200 retailers

PR: Leveraging the know-how of our technical people, Justine got 65 pieces of quality editorial coverage in our target publications, 19 over target.

Sponsorship: To add further value to our headline sponsorship of the BT Retail Week Technology Awards, Justine negotiated a deal to take over their technology blog and brand it for the year. This gave us a platform to deliver thought leadership articles to our target audience, and drive people to our website.







Email database: Grew contacts database of top 200 UK retailers by 43 per cent.

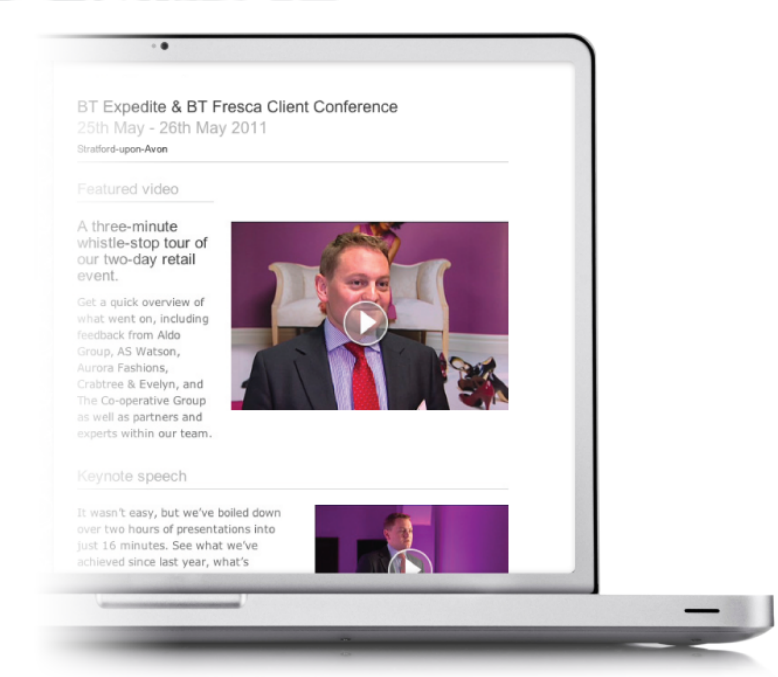
Email newsletter: Our bi-monthly Retailer Therapy newsletter averaged 26 per cent click to open rate, five per cent above industry average.

End-to-end lead generation, nurture and conversion campaigns

New business lead funnel: Justine set up BT Expedite's first formal sales lead grading methodology and sales funnel in salesforce.com to manage new business prospects through to sales.

New business wins: For the first time in BT Expedite's history, three new business sales (totalling £5m) are attributed to the work of Justine and her team. Last year's £5m new business wins from marketing activities is exceptional as the marketing budget is targeted to achieve 40% of new business (with the remaining 60% typically coming from customer and partner referrals).

By delivering three events and one expo, Justine put our sales team in front of 415 retail contacts from the top 200 retailers, from a database of 1,600.



Creative or original thinking in tackling marketing challenges

Earlier this year, we found ourselves faced with the classic marketing conundrum of a fantastic opportunity and no money as we were close to Year End. We had no budget to sponsor the Retail Business Technology Expo and have an exhibition stand at the event.

Justine negotiated with the organisers to sponsor the event and include BT's 'Lighting up the High street – Future of Retail' showcase – all for no cost to BT Expedite. She then negotiated with BT Global Services to use their mobile demonstration 'bus' and contribute to marketing costs. This, along with approval from finance to sign off a small extra amount, enabled us to do it.

As a result of Justine's work, BT not only has a more joined up message for retailers, but the quality opportunities now in contract negotiation and/or in the pipeline from the event is worth around £20 million.

Impact on other personnel within the organisation

When Justine joined she had two traditional B2B marketing managers in her team, and neither had experience of online, videos or social media. Justine very quickly identified they were keen to learn; one is now our online marketing manager and runs our website using the CMS and HTML and the other is working as online marketing and social media manager for a B2C division in BT

Justine runs regular LinkedIn training sessions for our sales teams and Salesforce.com workshops on how marketers can leverage the tool, and regularly collaborates with the wider BT marketing community on marketing best practice.



Client testimonials

"Justine has driven a material change to BT's marketing and communications approach, including adoption of best practice CRM data capture, lead generation and digital marketing practices. The leadership in social marketing use of content was recognised by other technology vendors, becoming the new standard in this sector." Rich Lowe, former CEO, BT Expedite

"Justine is demanding, unrelenting and one of the most results focused people I've ever met, making her brilliant at helping BT Expedite be successful." Alan Townsend, sales director, BT Expedite

"Justine is a true B2B marketer – as keen to focus on database accuracy as she is on strategic themes meaningful to our customers. She's our knowledge hub for market dynamics and customer trends; she uses social media to connect our business with our customers; and has managed to engage colleagues to leverage these tools and position us as thought leaders." Tanya Bowen, head of CRM & loyalty, BT Expedite

"Justine's a sincere and honest boss who provides support and guidance whenever needed and actually cares about her staff." Melanie Naisbitt, CRM & Sales Support Manager, BT Expedite (reporting to Justine)

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Supporting material supplied

One presentation board.

Appendix

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www.twitter.com/justineloua
http://uk.linkedin.com/in/justinearthur

Submission ends