Really.
MARKETING MEASURED BY SALES

FINALIST 2014
B2B AWARDS

MIELE PROFESSIONAL

BEST USE OF CONTENT MARKETING

Category number:	**8**
Category name:	**Best Use of Content Marketing**
Programme name:	**Care Home and Hotels "Content with a Cause" Campaign**
Agency:	**Really B2B**
Brand or client:	**Miele Professional**
URL or microsite:	**www.miele-professional.com**

SUMMARY

Miele Professional is the commercial arm of Miele and leading manufacturer of professional laundry, dishwashing and sterilisation equipment.

Miele were looking for a new way to effectively connect with and nurture their customer and prospect base that would run alongside their traditional advertising and PR activity.

Using content was an obvious move, but Miele knew that a product based approach would neither engage nor generate response from prospects.

Content with a cause

"Content with a cause" started with understanding the Miele prospect and customer better across the businesses two key sectors: SME Care homes and Hotels

The campaign had two main purposes:

1. Help Miele Professional's customers and prospects run their businesses better
2. Increase engagement with the Miele Professional brand

Personas were developed in order to provide insight into the needs, pains, challenges and drivers of prospects and customers.

A calendar of content was developed around topics prospects and customers told us they were interested in, not just Miele products.

Content was segmented by sector to ensure maximum impact and engagement and pushed out via email to drive prospects to dedicated landing pages where they could download it.

Content based leads were converted to sales ready appointments for the dealer network

"Giving the prospects content they valued in their day to day roles rather than pushing Miele products created engagement with Miele immediately regardless of where the prospect was in the buying cycle"

Results Highlights

13%

Record 13% response rate from email to content based lead

1

Completely unique in the commercial white goods industry

202%

202% increase in value per lead when generated from content

Some of these details were provided to judges in the original submission but are commercially sensitive and therefore confidential



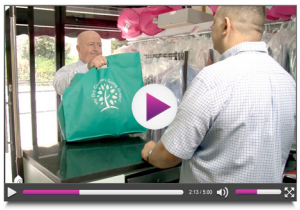
Process



Ebooks and Whitepapers



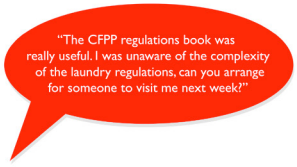
Infographic



Product Based Videos



Industry Targeted Personalised Direct Mail



Transcribed notes of an inbound call

ABOUT MIELE PROFESSIONAL

Miele sell their products through an extensive UK network of dealers and have a requirement to drive lead volume for these valued partners.

New washing machines and dishwashers are not a regular purchase and are a significant investment at commercial level.

It is impossible to predict when a machine may need replacing and as businesses grow, this instigates the need to purchase additional equipment. Miele needed to find a way to stay front of mind with prospects in a way that they value so that when the time comes to purchase they turn to Miele.

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STRATEGY

Growth

Miele is a business focused on growth. This is delivered through sales from the dealer network and driven by the leads Miele provide to dealers through marketing.

In 2013 Miele came to ReallyB2B with a requirement to increase lead volume in a measurable way.

Existing channels maximised

The business already employed traditional channels such as trade advertising and PR as well as more pro-active telemarketing but while effective these were not giving Miele maximum reach and potential engagement with their prospects.

Being front of mind at the right time

To ensure leads were driven consistently Miele wanted to find a way to engage with customers regularly which complimented their existing channels and kept them front of mind with their customer base.

Need to nurture

Miele wanted to expand on their traditional product based communications. These worked well when a prospect was entering the purchase cycle but provided limited nurturing on an ongoing basis to foster both loyalty with existing customers provide engagement with potential new customers.

CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

We developed a suite of content around topics that prospects had told us were their "burning issues"

1) Persona research

ReallyB2B carried out extensive online and offline persona research across the two core segments in order to understand the prospect's pains, challenges, issues and desires more clearly.

Miele understood that to get maximum engagement from the content they needed to build a picture of what the prospects were interested in in their own roles, regardless of whether this was connected to Miele products.

CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

1) Hotels Persona Example



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CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

1) Care Home Persona Example



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CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

2) Establishing value propositions

Once the personas were created, value propositions for the decision makers and influencers within each business type were established.



Hotels:

- Keeping busy outside peak times
- Cost-effective local marketing
- Attracting and retaining good staff
- Saving costs



Care homes:

- Marketing more effectively
- Growing the business
- Saving costs
- Building and maintaining reputation
- Attracting and retaining good staff

CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

3) Create segmented content calendar

Examples of Care Home ebooks and Whitepapers



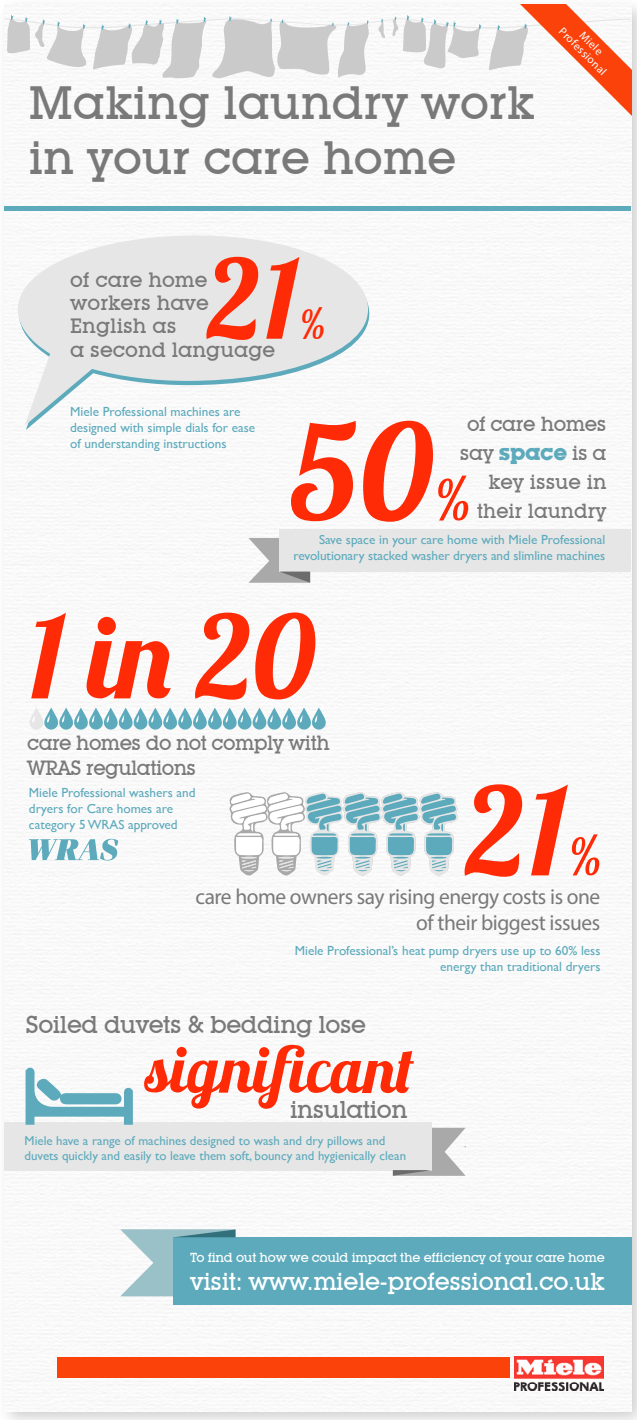




CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

3) Create segmented content calendar

An example of a Care Home Infographic



CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

3) Create segmented content calendar

Examples of Hotel ebooks and Whitepapers





CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

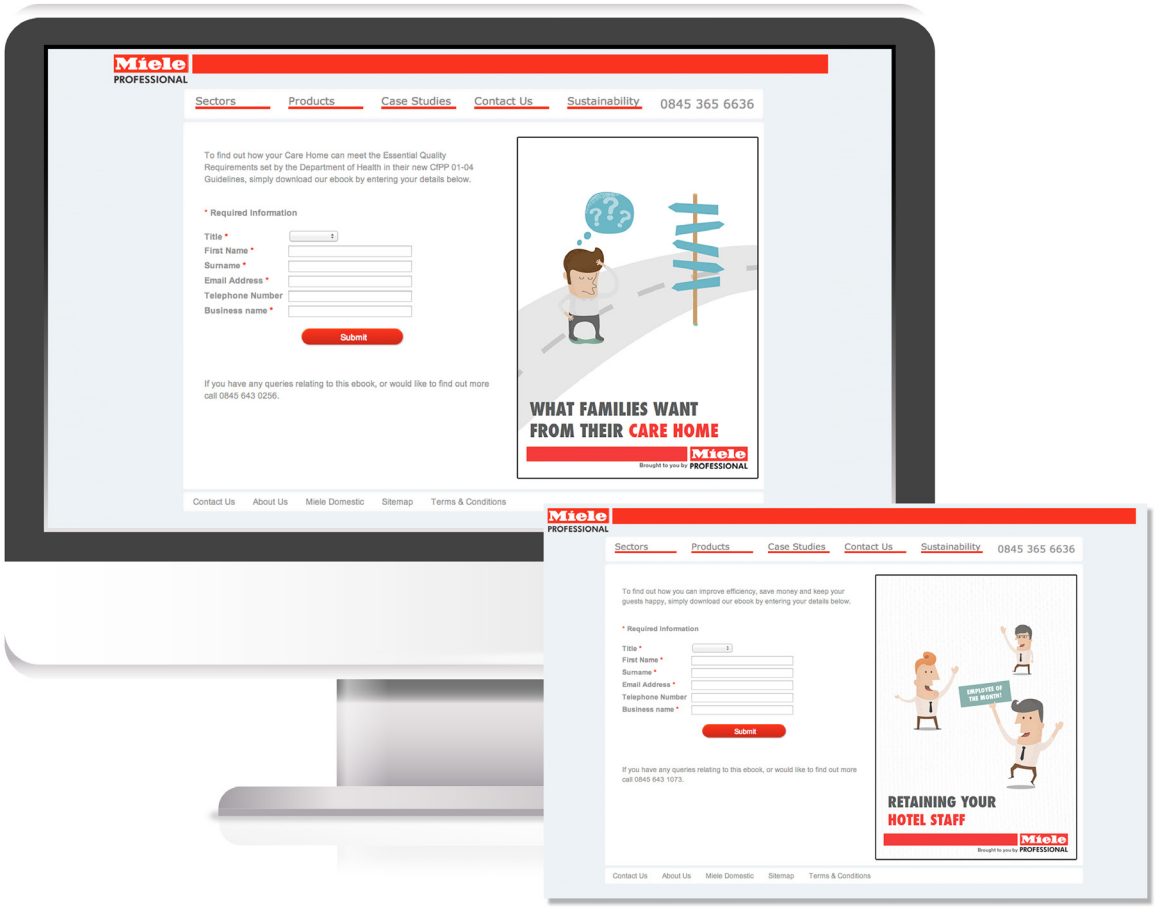
3) Create segmented content calendar

An example of a Hotel Infographic



CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

4) Push out content via email and drive prospects to dedicated content microsites



CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

5) Follow up downloads with highly personalised email and telemarketing to further engage and convert to lead

Content gave telemarketers a great reason to pick up the phone even when the customer wasn't interested in a product at that time – great for providing one-one nurturing.

"I found it really useful"

"Do you have any other marketing information you can send me?"

"I've forwarded it on to my team"

Transcribed from a live telemarketing call

Lead generation emails worked to convert downloads into sales ready leads. These were segmented by dealer area and sent on a personalised basis to follow on with the same one-one approach.



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CAMPAIGN STRATEGY: CONTENT WITH A CAUSE

6) Analysis and reporting

It was essential to Miele that the campaign was completely measurable.

ReallyB2B worked with Miele to create a bespoke portal which recorded content downloads, leads, leads by channel, conversion by channel and sales volume by channel.

ReallyB2B were also able to report on lead conversion by dealer, allowing Miele to maximise conversion by providing the leads to the best performing dealers.



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TIMESCALES OF THE CAMPAIGN

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BUDGETS

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OBJECTIVES OF THE CAMPAIGN

- To engage with both Miele customers and prospects on a regular basis in order to nurture them throughout an ongoing sales cycle
- To deliver an uplift in overall lead volume
- To do this in a measurable way
- To deliver proven ROI from this approach
- To incorporate this effectively into the current lead generation and marketing

THE TARGET AUDIENCE

- UK SME's
- Care Homes and Hotels
- Business owner
- Time poor, information hungry

MEDIA, CHANNELS OR TECHNIQUES USED

- Content push out: Email driving prospects to bespoke landing pages
- Content format: (printable content to be read while on the hop)
    - White papers
    - Ebooks
    - Infographics
- Personalised plain text email follow up (sent from relevant dealer)
- Telemarketing follow up – inbound and outbound

RESULTS

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CLIENT TESTIMONIAL

"This campaign has truly surpassed our expectations in terms of engagement with our customers and prospects, our perception as a brand and most importantly additional leads and revenue. To say that 19% of our overall sales now come from leads driven by content is fantastic – ReallyB2B told us it would work and it truly did"

Kate Jones, **Marketing Manager - Miele Professional**

SUBMISSION DETAILS

990 words

Supporting material supplied

2 x A2 board