INTEGRATED
B2B MARKETING
axongarside.com

Category number: 9
Category name: Best website
Campaign name: Website to function as Inbound Marketing Platform
Agency: Axon Garside
Client: Intrinsic
Campaign URL: www.intrinsic.co.uk

FINALIST 2014
B2B AWARDS

Summary

Axon Garside created a new website for Intrinsic to represent their new corporate identity and serve their inbound marketing campaign plans.

Intrinsic is a distributor of other companies IT solutions, and wished to reposition itself in the market by combining focus on traditional strategic partnerships with Cisco and other companies and Intrinsic's unique hybrid IT methodology. Axon Garside's brief was to promote this value-added proposition as a key selling point for Intrinsic, and to generate a steady number of high-quality leads through the website.

Axon Garside put forward a proposal which combined strong and distinctive branding with all the functional elements required to place the new Intrinsic website at the centre of an efficient online lead generation and nurturing funnel. This engaging design provides an exciting and stimulating user experience. Carefully styled images are brought together with a bold colour palette, and an easy-to-navigate layout is combined through an interactive and attention-grabbing homepage.

(Word count 153)

Home page



About Intrinsic

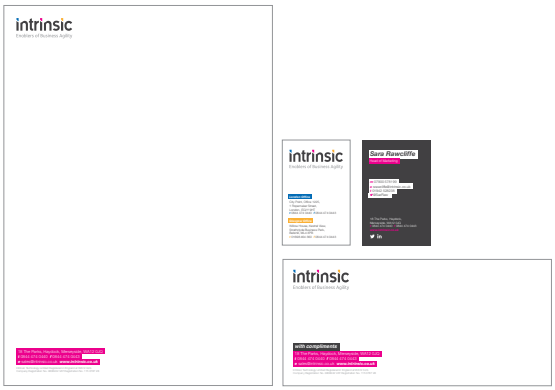
Intrinsic is the UK's leading distributor of hybrid IT managed services. 15 years of experience in enterprise IT and strategic partnerships with leading hardware vendors is combined with industry-leading professional services and sector knowledge, to provide mid-market sized organisations with on-premise, cloud and hybrid IT infrastructure uniquely tailored to their business needs.

Intrinsic often help companies to address specific IT challenges, such as organisational growth, operational transformation and cost management. They therefore needed a three part strategy combining branding, messaging and website design to position the company as a leading solutions provider.

Home page



intrinsic
Enablers of Business Agility



Branding

Strategy

Market consolidation poses a major challenge to IT cloud and software vendors. As increasingly fewer products remain on the market, IT vendors must find unique business approaches to differentiate themselves from competitors.

Intrinsic wanted to market themselves primarily on the unique business solutions that they could offer to clients. The company's brand focus is on the expertise of their employees rather than the reputation of the hardware sold, as this is already common knowledge, and their website needed to reflect this corporate message.

Intrinsic's approach to enabling business agility is based on aligning employees, customers and IT infrastructure, and so it is essential that their marketing represents this by focusing primarily on people, portraying the company as friendly and approachable.

The old website's navigation lacked a structure which would lead visitors in a natural progression through the site and nurture them into becoming an online lead. It also lacked the personality which had been cultivated in other aspects of their marketing strategy. Intrinsic wished to stand out from the crowd with unique and distinctive imagery, breaking away from cool-toned colour schemes and the non-interactive website layouts often used by industry competitors.

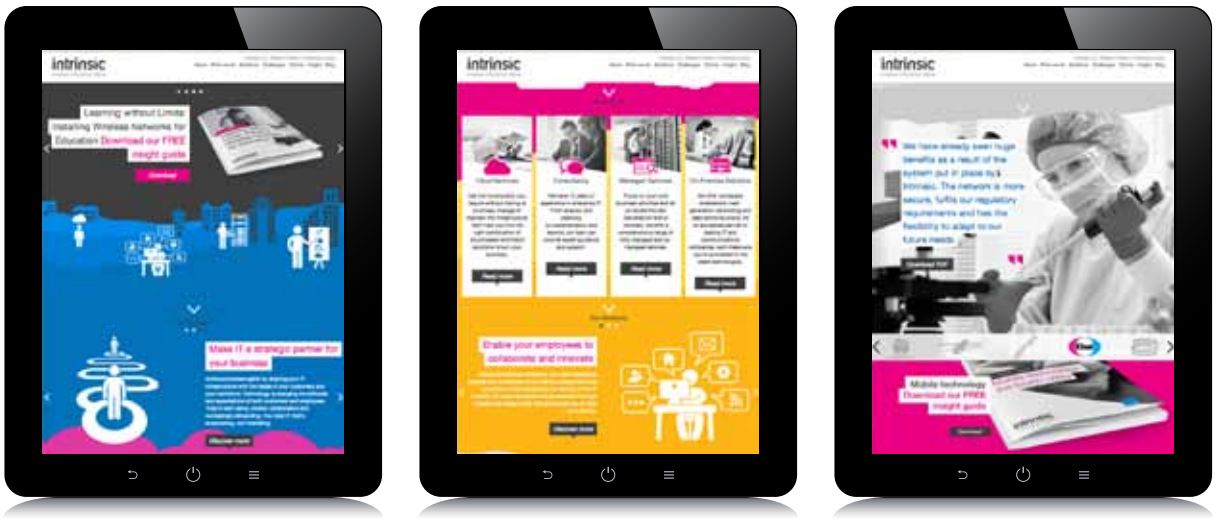


Old website

Objectives

Intrinsic decided to pursue inbound marketing strategies, and required a new corporate website to support high-quality blog content, lead capture workflows and multi-format assets. The company wished to achieve a larger number of high-quality leads, and capture their contact details in order to run automated email marketing, driving leads down the sales funnel to convert into sales prospects.

Intrinsic's new website was designed with unique imagery and clear branding in accordance to a set colour palette, providing the company with a distinctive and welcoming image. This was partnered with best practice functionality and navigation, allowing website visitors to easily access Intrinsic's marketing content and enter into automated workflows through tailored calls to action and inviting asset landing pages.



Home page

Target audience

Intrinsic's new website, and by extension the subsequent inbound marketing campaign, is driven by and shaped around very specific buyer personas, aiming to pinpoint their pains in the workplace and offer a solution to meet their business needs. While content marketing is one method of achieving this, Intrinsic's homepage is also designed in such a way that visitors are led through this journey when scrolling down.

Intrinsic's clients are career-orientated, innovative individuals within service industries such as healthcare, housing, education or retail, who have some existing knowledge of IT solutions and the seniority to contribute to important purchase decisions within their company.

Buyers of managed IT services are generally very well informed, completing a significant proportion of the buyer's journey before ever contacting sales teams. An informative B2B website is therefore a central element of Intrinsic's inbound marketing strategy, allowing the company to be found by prospects. To achieve this Intrinsic needed a strong online presence, so their website required all the functionality required for onsite SEO and social media marketing.



Landing page

Blog post

Twiter page

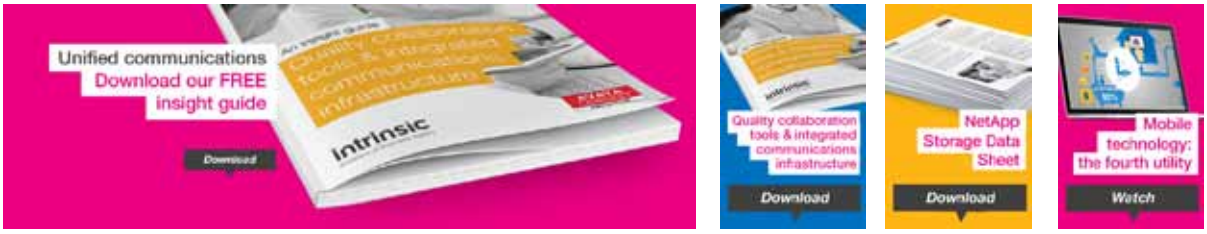
Approach

The website is designed to be fresh and approachable, using black and white imagery contrasting against a bold colour palette. Imagery used throughout the website focuses on human interactions, strengthening Intrinsic's business proposition of offering a people-focused IT solutions service.

Intrinsic's website is fully responsive, presenting content appropriately on all browser platforms and mobile devices. Social buttons and search functionality on the unobtrusive sidebar allow visitors to locate and share information from the site, driving website traffic.

Visitors are naturally led down the scrollable homepage through subtly interactive graphics and moving sliders, which takes them through the thought process within the inbound marketing funnel, while they are educated on the company's identity, working strategies and market expertise. The top menu bar provides further structure for onsite navigation.

Most importantly, the website enables Intrinsic to optimise inbound marketing processes. Social media marketing drives leads to the blog, where calls to action with actionable language and clear value propositions link to lead capture pages offering high value content. The website's insight section hosts these multiple format assets, which include videos, ebooks and infographics. Landing page forms then trigger email marketing workflows, incorporating marketing automation into Intrinsic's lead nurturing strategies.



C2As



Downloadable assets

Timescales

Axon Garside pitched to Intrinsic in early December 2013, and the website design was approved before Christmas 2013, with swift development and copywriting activities enabling the site to go live in late January 2014.

Results

Intrinsic's former website acted primarily as a brochure site, whereas the new site acts to generate leads. Visits, leads, and sales accepted opportunities are measured, and mechanics such as call to action conversions, lead capture rates and the effectiveness of different content and traffic sources are analysed.

Axon Garside represent one of the first UK B2B marketing agencies to partner with inbound marketing software providers HubSpot, whose platform helps to provide clients with exceptional monitoring abilities.

Intrinsic's new site went live at the beginning of Q1 2014, and experienced a 56% increase in traffic between Q1 and Q2. Key landing pages offering high value content downloads have achieved 22% visitor to lead conversion rates, and there has been a 310% increase in leads over the course of Q1.

Client testimonial

“We wanted a unique website that would reflect our new positioning and focus, fully differentiate us from the competition, and provide us with an effective tool to drive more and better quality online leads. We selected Axon Garside because of the fresh quality of their design combined with their strategic approach to online lead generation. We are delighted with the result.”

Sara Rawcliffe - Marketing Director

Supporting material

2 x A2 presentation boards







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