B2B Marketing AWARDS 2012 FINALIST

LEDGER BENNETT ADVERTISING

Category number: 14

Category name: Best SME-targeted campaign

Campaign name: Making your business flow better

Agency: Ledger Bennett

Brand or client: Sage

Word count: Summary 195 words

Main Submition 976 words

Campaign URL or microsite: http://www.sage-flowbetter.co.uk

Summary

Sage 200 is a popular business software package bringing together financial management, customer relationship management and business intelligence in one simple solution.

The brief was to increase awareness of the free CRM seat which comes with every Sage 200 Suite purchase.

An existing database contained details of customers using the software for its finance capabilities. Our challenge was to get the finance, sales and marketing departments talking to each other about the product.

Using a campaign theme of 'Making your business flow better', we sent a direct mail piece including a PURL, followed by a series of emails directing respondents to an impactful, informative microsite. All elements were tracked by Ledger Bennett's own LeadGenerator productivity app.

Business partners were able to access campaign collateral via the Ledger Bennett CollateralPortal channel engagement app and create their own bespoke calls to action, supporting increases in sales via lead generation and measurement.

Direct communications encouraged 6% PURL activation, with over 1,500 web pages viewed and a return rate of over 50%. Email generated an impressive 25% unique open rate with a 30% click-through. An attachment rate of 30% has been achieved to date.

195 words

MAIN ENTRY

About the client company

Sage is a FTSE 100 listed company with nearly 15,000 employees and 5.7 million customers worldwide.

The Sage 200 Suite is a highly popular software package for SMEs which brings together financial management, customer relationship management and business intelligence software, all in one simple-to-use solution. It enables teams to save time by accessing data, identifying trends and sharing information, making processes more efficient and cost-effective, and enabling organisations to better understand and react to customer requirements.

Most importantly for the purposes of this campaign, the Customer Relationship Management (CRM) module draws data from all areas of a business including finances, orders and previous purchase history to help plan and target more effective marketing and generate increased sales.

Strategy – broader business issues the company is facing

The wider business goal of this activity was to persuade more customers within given organisations to make use of the free CRM seat available with every purchase of Sage 200, and ultimately buy more seats.

A database of almost 2,500 names contained details of existing customers who were using the software primarily for its finance capabilities. Our challenge was to communicate the product story across three departments - finance, sales and marketing - in the same organisations, and to get the three departments talking to each other.

An initial data cleansing programme helped to identify contacts and their roles. This enabled us to adapt messages to suit each specific audience, dependent on whether they were already using the software, or could be persuaded to do so.

As a part of the overall strategy, we would use our cloud-based LeadGeneration appliction to measure response and nurture contacts on an ongoing basis.

Business partners, key to the success of the campaign, would be targeted to deliver marketing messages through personalised materials they could access via the cloud-based CollateralPortal application.

Objectives of the campaign

Raise awareness that, with every purchase of the Sage 200 Suite, a free CRM seat is available for use across the organisation, but particularly in marketing and sales, and generate additional revenue from the sale of extra seats.

An attachment rate of CRM from 13% to 18% for existing Sage 200 customers was identified as a realistic target.

We were also tasked with making Sage-branded collateral available for business partners to access via cloud-based applications, to customise and use for their own marketing purposes.

The target audience

The package is ideal for companies with a turnover of between £1 million - £50 million or typically 20 - 200 employees. Businesses with specific needs can choose to add modules to cover in-depth project accounting, commercials, construction, manufacturing and wholesale and retail.

Existing Sage 200 customers who had not yet activated the free CRM module included within their Sage 200 software licence. The database contained details of 2,470 prospects matching this criteria, identifying top decision makers in each of the three business areas at director level.

Sage works with a network of business partners to ensure that customers receive appropriately high levels of support. Marketing activity would also have to reflect the fact that business partners are key links in the communication process, and that they need their own bespoke materials to capitalise on central communications activity.

Media, channels or techniques used

- Direct mail on recycled stock with call-to-action containing a personalised URL for measurement purposes
- Trade advertising was also developed to widen campaign reach
- Email campaign replicating the simple, bold design and messaging style of the DM
- Lead generation via PURL-based campaign microsite
- Telemarketing activity co-ordinated and undertaken by Sage and individual business partners

Timescales of the campaign

To ensure maximum impact, timelines were kept short, with data cleansing commencing in January 2012. Direct mail was posted in March, and emails broadcasted in March and April. Follow-up calls were to be carried out subsequent to these communications by allocated business partners.

Budgets

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

The Work

In a market not known for particularly inventive or challenging marketing campaigns, we devised a stylised, impactful and educational graphic approach to meet the brief, including messaging based around the premise of 'Making your business flow better'.

Contacts on the database were sent an unmissable, A1-sized direct mail piece resembling a sheet of flip-chart notes outlining the key product benefits relevant to their respective roles in finance, marketing or sales.

We directed respondents to a separate campaign microsite featuring the same campaign treatment, monitored through personalised URLs. Data held on each respondent enabled us to tailor the microsite content based on job function. Email activity continued to tell the story, cross-referencing the various ways that Sage 200 could be used across a number of departments.

Results

Ledger Bennett's marketing productivity apps including LBi LeadGenerator were used to measure responses to communications in real-time. Every aspect of the campaign was measured, managed and monitored to maximise returns. In all, results have exceeded expectations, encouraging a 6% PURL activation, and a 30% attachment rate achieved to date.

- 30% attachment rate achieved to date
- 500 PURL activations from DM and email activity
- Over 1,500 web page views
- 51.58% return rate to website
- Customers proactively calling Sage to compliment marketing on the campaign
- Business partners enthused by campaign and by materials available via LBi CollateralPortal

The activity was well-received by all stakeholders, with business partners and customers contacting the campaign owners with positive feedback.

Partners benefited from the ability to customise material downloaded from Ledger Bennett's CollateralPortal to rebrand and use to increase their own sales – real-time access to these materials has proved invaluable.

LeadGenerator has also enabled Sage to co-ordinate an ongoing prospect nurturing programme. With the ability to target prospects more precisely with telemarketing and email communications, return-on-investment over time will be further enhanced.

Client testimonial

"From taking the brief to delivering the campaign, Ledger Bennett's approach was well thought through, and extremely engaging and memorable. The results speak for themselves. We're delighted,"

Val Fuller

Marketing Programmes Manager - LMMC

977 words

Supporting material supplied
2 presentation boards.