FINALIST 2013 B2B AWARDS

Awards entry

Category 22: Best b2b Lead Generation Campaign:
Activity designed to generate or identify new business prospects is the focus of this campaign. Where appropriate, submissions must outline the organisation's lead scoring criteria to explain how a lead was quantified, and must specify the use of technology such as CRM and/or marketing automation solutions to enable this process. Submissions must also explain any data solutions or third parties (including media brands or publishers) used as part of the lead generation campaign.

Entry

IBM Tealeaf – Social Media Lead Generation: from Linkedin to Salesforce

[Summary page] 200 word summary [specify your word count here, for the summary only, not the entire submission]

A bespoke social media programme, with one purpose – to drive leads. With a sophisticated product, IBM Tealeaf's challenge was to reach and connect with senior decision makers to generate marketing qualified leads (MQLs).

A new and unique lead scoring system – scoring was integrated with social media to measure and optimise performance. A framework collated metrics for multiple variables such as content type, channel, LinkedIn group, topic, time of day and quality of lead! The quality of a lead was scored on a 6 point scale, taking into account of a range of factors such as seniority, role, company size, industry sector, location, social media influence, level of engagement in the content.

Seamless integration between social and Salesforce- plotting the customer journey to make sure that lead capture was integrated into Salesforce. Content was shared on social media, sending prospects to dedicated landing pages on a campaign specific microsite. At capture pages, leads passed directly into Salesforce. This allowed sales representatives to assess leads from social sources, alongside existing marketing channels- providing a quick and easy way to track prospect history during the progression from marketing qualified lead (MQL) to sales qualified lead (SQL) to sales opportunity to customer.

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About the client company Who are they? What do they do? What industry do they operate in? What's their history?	Founded in 1999 and acquired by IBM in 2012, IBM Tealeaf is a provider of digital customer experience management and customer behaviour analysis solutions that help: • Pinpoint and eliminate customer struggles • Deliver better web and mobile experiences • Maximize conversation rates



	• Improve customer service • Increase customer loyalty [46]
Strategy – broader business issues the company is facing What issues or challenges did the organisation face?	**Engage with a targeted, senior audience worldwide.** IBM Tealeaf targets senior level, ecommerce professionals at primarily B2C organisations in a specific phase of their online maturity. They are established online businesses with significant online revenues that already use sophisticated web analytics. A very targeted and specific buyer segment that is hard to reach and often protected by a wider decision making unit. Once initial contact is made, the senior buyer requires nurturing until ready to commit to a high value sale. **The complexity of the customer struggle** IBM Tealeaf's objective is to help prospects recognise the enormous revenue opportunity in understanding, quantifying and addressing the customer struggle online and in mobile. Digital customer experience management is a complex field. Buyers want to understand more and are hungry for information. IBM Tealeaf's strategy is to create useful content across all buyer touch points. This includes industry respected research which provides insight and information to help explain the rational for resolving the customer struggle. These insights educate, support decisions and generate leads and enquiries. [172]

B2B AWARDS: Entry from IBM Tealeaf (via immediate future) – June 2013

Objectives of the campaign - How did this campaign aim to address this and add value to the business on a more general level?	• Reach a targeted group of senior digital professionals at large B2C companies active online and generate high quality leads • Maximise content already generated through IBM Tealeaf research and couple with information that educates and informs the audience **Data ensured pinpoint focus** From platform and group selection, to content development, data was used to identify the optimal balance to both reach the specific target audience and generate the quantity and quality of lead required for success. **Desirable content unlocked for social** IBM Tealeaf conducts respected industry research. Our objective was to maximise the investment and make the content social. Shattering the research into five core themes, we created a range of social objects, copy content and an overarching look and feel. The aim was to provide materials that educated, supported decisions and generated leads. **Optimisation, testing and flexibility** The target audience is at differing ecommerce maturity levels. To meet the need to nurture and generate leads, it was essential to know what content was shared, and what drove clicks and downloads. By measuring weekly against an optimisation framework, the campaign continually flexed to meet core objectives. Content themes, styles and objects were prioritised and groups, profiles and landing pages refreshed. [199]  *Optimisation Framework (immediate future)* 

B2B AWARDS: Entry from IBM Tealeaf (via immediate future) – June 2013

The target audience Who was the campaign designed to appeal to? What particular issues are there associated with appealing to this particular audience?	The campaign targets **senior digital professionals at large B2C companies** (EMEA) that have active ecommerce driven sites. As with any enterprise sale, there can be **multiple decision-makers** in the DMU and the sales cycle is extended across 18-24 months. [39]

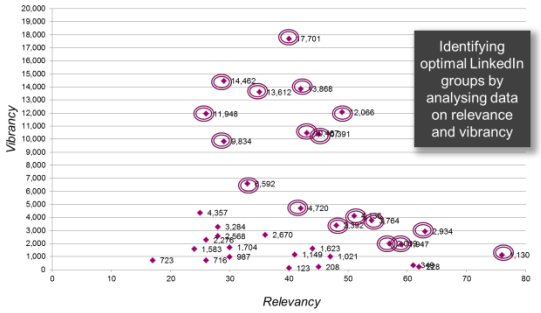
B2B AWARDS: Entry from IBM Tealeaf (via immediate future) – June 2013

Media, channels or techniques used This focuses on the campaign itself. What was the mix of media? Why was this chosen? What was the mechanic? Was there an offer? How did this respond to the challenge of communicating with the target audience?

A social mix based on insight

An audit of discussions and buyer profiles identified LinkedIn as the core platform. Sharing platforms included: SlideShare (connected to LinkedIn) for visual connection and Twitter for amplification.

Data analysis ensured a focus on groups and activities within LinkedIn to meet objectives. Application of a scoring methodology for vibrancy (discussion, membership) and relevancy (function, seniority, topic), identified optimal LI Groups. Specific profile identification in LinkedIn ensured we knew the target audience by name.



A roadmap to lead capture

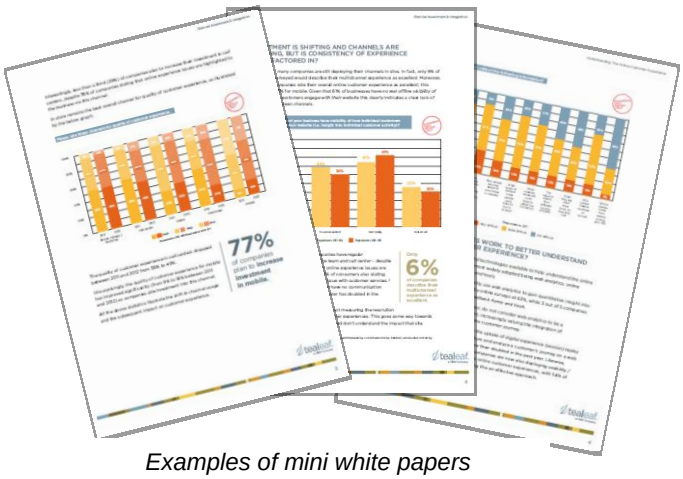
Before generating content or communications, thought was given to the customer journey. From conversations in groups and company notifications, trackable links provided the connection to bespoke capture pages. Each landing page was carefully constructed in Wordpress and included on page content and downloadable insight (the reward for entering details). Capture was integrated with Salesforce CRM.



An example of a dedicated landing page with downloadable asset, produced for the campaign

Themes deliver messages

Using existing research papers, content was divided into five themes and five focused mini white papers. Insight was further broken down to create over 40 individual images and graphs, bespoke SlideShares, infographics, 'tweet this' stats and copy for LinkedIn and Twitter.



Examples of mini white papers

Engagement that flexes quickly!
Engagement in discussions was generated by signposting thought-provoking statistics from the research paper through instigation (starting new discussions) and highlighting (responding to existing discussions).

Lead weighting and tracking URLs by landing pages and groups enabled optimisation, allowing us to identify and concentrate on:

- Best performing landing pages and mini-whitepapers
- Groups generating highest quantity and quality leads

Landing Page Set	Total Referrals	Clicks	Average Click per Referral	MQLs	MQL Conv %
Whitepaper 1 – Understanding The Online Customer Experience	294	955	3.2	**199**	21%
Whitepaper 4 – Mobile Customer Experience	309	956	3.1	**151**	16%
Whitepaper 5 – Understanding Customer Behavior On Mobile Devices	163	623	3.8	**69**	11%
Whitepaper 3 – Channel Investment & Integration	142	365	2.6	**38**	10%
Whitepaper 2 - Problems Or Issues With The Online Experience	163	369	2.3	**37**	10%

WP 5 received high level of clicks per referral. Users kept clicking on the asset even a couple of weeks after the initial referral

Even though Whitepapers 1 and 4 received similar number of clicks, WP4 converted not as well

Example of a grid showing how IBM Tealeaf was able to measure the effectiveness of individual pieces of content in terms of Marketing Qualified Leads (MQLs)

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B2B AWARDS: Entry from IBM Tealeaf (via immediate future) – June 2013

Timescales of the campaign This section must explain which activities happened when – eg. research, planning, phase one, phase two, follow-up, reporting analysis	**Phase 1 – Planning and Research - June-August 2012:** • Analysis of channels and LinkedIn groups • Planning and development of lead-scoring and bespoke optimisation framework • Set up of LinkedIn Company page • 8 week UK only pilot designed as a proof of concept and evaluation test **Phase 2 – Content Production – September 2012** • Creation of mini-whitepapers and content • Design, development of landing pages and SalesForce integration **Phase 3 – Outreach - October 2012-March 2013:** • Campaign activation, engagement, optimisation and data collation [76]
Budgets Information provided must include break down of media and other marketing resources purchased and agency fees.	*These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.*
Results This section is crucial – if information is commercially sensitive, percentage figures for targets hit and ROI attained are acceptable. Content must explain which measurement technique was being used and why – eg. brand awareness, leads generated, size of pipeline etc.	*These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.*
Client testimonial A direct quote from a marketing decision maker involved in the project, confirm its success and achievement of objectives, and ideally why it is worthy of winning an award.	Sara Richter, Director, Worldwide Field Marketing said: "This whole lead generation programme is based on real, and often live data. It has increased the accuracy of our campaigns, allowed us to focus on content that works hard for us and on groups and discussions that create the right quality of leads. The result is that the campaign gets better and better: meeting our buyers' needs and delivering IBM Tealeaf a rich source of leads." [74]
[specify the word count here – for the main submission not the summary]	[983 words]