FINALIST 2013
B2B AWARDS

the marketing practice

CATEGORY NUMBER: 22
BEST LEAD GENERATION CAMPAIGN

ATOS
LEAD GENERATION FACTORY

AGENCY: THE MARKETING PRACTICE
CLIENT: ATOS

SUMMARY

Atos is a multi-national IT services and consulting business employing over 76,000 people globally.

They wanted to sell more services into large organisations across the globe. In order to achieve this, they realised that their Sales and Marketing teams needed to be better aligned.

They worked in partnership with The Marketing Practice, and we created a model that ensured that Marketing could generate qualified sales opportunities and pass them seamlessly on to Sales. For this to work, the process was managed centrally, while the messaging, execution and relationships remained local to the target audience.

With the Marketing team working hand-in-hand with Sales, the process was more efficient, and Marketing became measurable and accountable.

Three countries were selected to take part in a six-month Lead Generation Factory (LGF) pilot – the UK, Germany and France.

Over the six months of the campaign we delivered waves of activity to different audiences split between account-focused activity, high-value DM campaigns, proposition-led emails and bespoke nurture activity.

The lead generation process started in mid-November, and at the end of the six-month pilot phase the opportunity pipeline is showing ROMI of 116x.

...account-focused activity, high-value DM campaigns, proposition-led emails and bespoke nurture activity.

THE CLIENT COMPANY

Atos is the second largest IT services and solutions company in Europe and employs 76,400 business technologists across 47 countries worldwide.

PRODUCT/SERVICE

Atos delivers hi-tech transactional services, consulting and technology services, systems integration and managed services, focusing on business technology that powers progress and helps organisations to create their firm of the future.

RELATIONSHIP WITH CLIENT

The Marketing Practice has worked with Atos for over five years, and delivered the highly successful 'Power to Perform' lead generation campaign that was shortlisted at last year's B2B Marketing awards.



STRATEGY

THE CHALLENGE

Atos wanted to sell more services into large organisations and existing customers. They were very good at selling into existing prospects but were struggling to break into new accounts.

THE SOLUTION: LEAD GENERATION FACTORY

The Lead Generation Factory was developed and run by TMP and Atos to create an industrialised approach to generating opportunity pipeline. The three main objectives were to:

- Engage with a huge addressable market
- Push offerings and products
- Increase sales efficiency

THREE COUNTRIES WERE SELECTED TO RUN A PILOT: THE UK, GERMANY AND FRANCE

TMP delivered campaigns around specific horizontal and vertical propositions and used Inside Sales calling teams to open a discussion regarding the campaign.

The process was managed centrally, while the messaging, execution and relationships remained local to the target audience. All of the callers were native speakers and salespeople within the target countries had the freedom to take the conversation in other directions to uncover pain points and discover large transformation projects.

THE PROCESS

Engage with Global Business Units (GBUs) and vertical and horizontal marketing to develop the messaging and approaches.

The GBUs then worked with the sales teams to opt in accounts for us to target.

Building the business case

The LGF pilot business case was presented to the GBU marketing heads during the initial engagements to get their input and buy-in.

Building the data

We purchased a database in the UK and cleaned and augmented data in France and Germany to create target lists.

Identify propositions to take to market

We used an existing Global campaign to get a jump start while we developed on-going campaigns with the individual GBUs and global marketing.

Continual activity

We kept up the momentum with waves of campaigns running throughout the three countries and delivered efficiencies by translating and re-using assets.

REPORTING

All campaign activity and results were tracked and reported from a TMP development of salesforce.com, which was aligned to Atos' internal CRM system.

We created dashboards for reporting that formed the basis of our standard information and fed back for future campaign plans.

OBJECTIVES

- A fundamental cultural shift in sales strategy that would enable them to meet their aggressive global growth targets
- For marketing to make a positive and measurable impact on sales opportunity creation

TARGET AUDIENCE

WHO WE WERE TALKING TO?

- We built a marketing database of 16,684 contacts across 3,015 accounts that were purchased, cleaned, built and enhanced through the LGF programme
- 60% of accounts were in the UK, 6% in France and 34% in Germany
- Job titles targeted included CIO, CTO, COO, Head of Security, Head of Compliance & Risk, Apps Development, HR and CFO

MEDIA

APPROACH

Over the six months of the campaign we delivered waves of activity to different audiences. Different campaign comms were constructed for different job functions according to their propositions and challenges.

Opt-in email addresses are required in Germany so we standardised on a Direct Mail approach for high-value contacts.

In the UK and France we sent emails to the wider database as well as high- and low-value DMs and prioritised follow-up activity. Over the course of the programme we also built a list of opt-in email accounts.

"Classic form never goes out of fashion" targeted Atos' mainframes services proposition, which enables clients to migrate their in-house IBM mainframe hardware and applications into a centrally managed Atos environment. Contacts were sent a branded box with a toy of a modern Mini Cooper, alongside a hard copy DM.

"Classic form never goes out of fashion"

Mainframes have been around a long time but they're still business critical and remain the motor for core processes.



MESSAGING

Messages were developed to enable Inside Sales callers to drill into specific conversation areas and identify opportunities. Messages centred on the three propositions with different focuses:

- Adaptive Workplace (BYOD, Migration)
- Coaching to Success (Security, Apps Management, BYOD, ECM and Testing)
- Mainframes







TIMESCALES

- Calling started six weeks after the confirmation of the programme
- The campaign ran from November 2012 to May 2013

RESULTS

WHAT WE ACHIEVED

Pipeline is still being generated against the existing leads but current results are:

- 199 leads generated
- 187 accepted as marketing qualified
- 137 accepted as sales qualified
- 98 leads on the Atos CRM system

ROMI is 116x

ADDED VALUE

At the end of the six month pilot phase the predicted ROMI is 116x.

We also generated a huge amount of in-depth market and account intelligence, and a clean and focused marketing database for future campaigning.

CLIENT TESTIMONIALS

"The LGF industrialises demand generation in areas we've traditionally found difficult to access – the very beginning of the sales cycle. Our internal sales teams are able to concentrate on relationships and closing deals while the LGF team provides a stream of qualified leads or pre-arranges client meetings."

Johannes Diebig – Global Head Marketing

"The activity has laid the foundation for a unified and systematic approach to demand generation, which will eventually support the short-term and long-term objectives of the company, both in terms of market awareness, brand positioning and, arguably most importantly, pipeline generation."

Mark Larwood – UK Marketing