Category 8: Best Use of Content Marketing

The Global Mobility Report

Santa Fe Group with Circle Research



Summary

On a budget [*these details were provided to judges in the original submission but are commercially sensitive and therefore confidential*] The Global Mobility Report enabled Santa Fe to engage over 80,000 industry specialists in a dialogue about the changing nature of corporate relocation.

Based on a survey of 1,119 respondents from 56 countries, the Report is now widely accepted as the most credible and authoritative source of information there is. This supports Santa Fe's positioning as an expert and strategic partner.

This was the third year of research. Although competitors try to imitate, we innovate every year to stay ahead. In 2011/12 that meant increasing the survey size by 10%, developing an interactive benchmarking tool and collaborating with opinion leaders to give the Report more independent authority.

As a result, we have presented the findings to more than 3,100 industry professionals at events, met over 1,000 prospects to discuss what it means for them and have been invited to share the findings with leading institutions like Cranfield and IMD.

The Global Mobility Report is at the core of our sales and marketing strategy for the business and was central to our recognition as 2012 Relocation Service Provider of the Year by our industry peers.

About Santa Fe

We help companies manage their global operations by ensuring that they have the right people, in the right place, at the right time. We started life in 1959 and have since relocated more than 1 million people.

Strategy

Global workforce mobility is poorly understood with little information exchange between practitioners competing for the same talent. Moreover, as globalisation gathers pace we have seen increasing relocations in new industries and in new countries. When combined, these conditions create an information vacuum. We developed the Global Mobility Report to fill this gap.

Objectives

We set out to deliver the most comprehensive view on global mobility trends and establish Santa Fe as *the* voice of authority on the topic. Our objectives were to:

- Deepen our customer understanding
- Establish ourselves as part of the industry's 'fabric'
- Engage our target audience in a sustained dialogue about issues that matter to them
- Differentiate ourselves as an expert and strategic partner
- Generate sales leads and publicity

Based on a survey of 1,119 mobility professionals in 56 countries the Global Mobility Report has become the de facto reference source for those with an interest in mobility trends and practices.

Target Audience

The campaign targeted three global audiences:

- C-suite management in multi-nationals
- HR professionals (client-side teams and external consultants)
- Opinion leaders (academics and industry experts)

Media, Channels and Techniques used

Thought Leadership has become central to the B2B marketing mix. But by definition, leadership can only be afforded to the few.

With this in mind Circle Research began with a comprehensive audit of direct competitor materials and others competing for similar mind space. We coupled this with a series of interviews with customers and key opinion leaders to better understand what information they would most value.

As a result, the focus of the survey which underpins the programme evolved from previous years. Its aim was now to establish a robust peer benchmark which our audit told us did not yet exist, but would be highly valued by our target market.

Recognising that people like to consume information in different ways, we delivered the survey output in multiple formats:

- The core report for those seeking an in-depth exploration
- An executive summary, infographics and social posts for those seeking highlights
- An interactive benchmarking tool and dedicated micro-site which allowed users to prepare a bespoke analysis for their industry sector or country
- A series of roundtables and public speaking activities



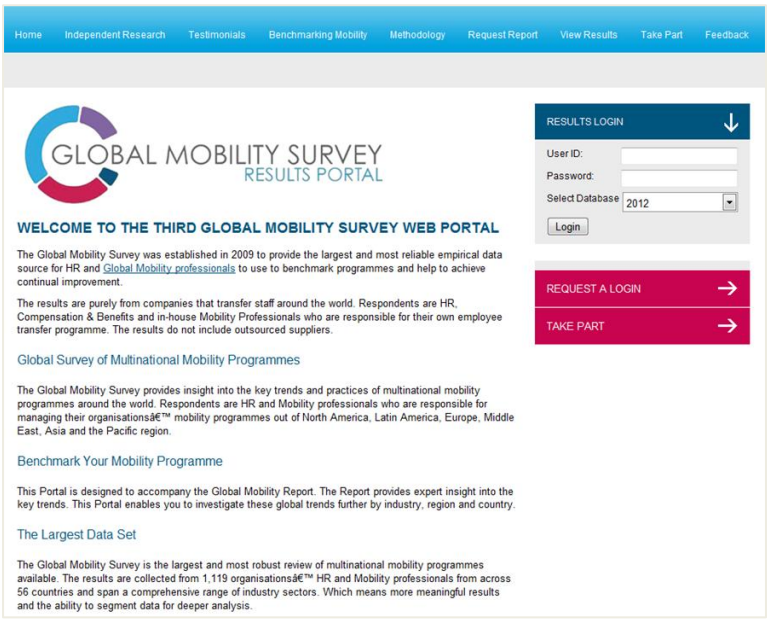
To maximise our return on the activity it was essential sales teams felt comfortable using the report and confident when holding discussions around the findings.

So we involved sales throughout the process and briefed them pre-publication via live webinars.

Every sales person was also provided with a ‘go live’ plan and set of resources including email templates, social media guidance and suggested themes for customer meetings.

We designed the external communications programme to provide maximum opportunity for sustained dialogue, using PR, email, partner websites, social media and sales engagements across our 122 offices. We created a buzz around the report that attracted survey respondents and generated significant market interest even before it was complete.

The release of the report was phased, going first to survey respondents and then to opinion leaders that supported the project. This created a network of advocates who talked about the findings with their peer groups. Soon thereafter, sales teams started briefing key customers using ‘taster sheets’ each focussing on a different part of the research. Concurrent PR activity caused many of these ‘taster sheets’ to be picked up by specialist media with some producing a series of articles from the findings.



With headline results in the media, we sent a series of emails to customers highlighting the research and inviting them to join us for a webinar briefing. The emails achieved an average open rate of 25% and over 40% in some parts of Asia. We had 540 customers register for the webinar with a 95% attendance rate for the whole session.

All interest was channelled back through the microsite where people could see a preview version and apply for a copy of the full report, ensuring that we captured valuable leads. Registered users were then able to use the interactive benchmarking tool which encourages colleague referrals to the site.

Most recently, we have been delivering a series of live events and supporting the sales team by distributing thousands of hard copies of the report.

We have also moved the discussion into LinkedIn groups and academic networks through partnerships with The Forum for Expatriate Management, The Institute for Employment Studies and Kings College.



We ensured that the content flows through every available channel in a format that makes sense for the target audience. Our aim has been to surround them with the report to make it the voice of authority. We then engage with them on the platform of their choice and around the issues with which they're most involved.

Timescales of the campaign

The core project elements were completed during December 2011 and January 2012, but the resultant insight and content are a central part of our full year marketing plan.

Budgets

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

Results

Sales in our market are complex and have long incubation periods. As such, a direct ROI can't be calculated on this budget. However, the Global Mobility Report helps Santa Fe achieve significant visibility, supports our brand positioning as a strategic partner and generates leads. It has delivered:

- Sustained dialogue with 1,119 respondents throughout the survey process
- Visibility to more than 80,000 sector specialists through partner websites, LinkedIn groups, email outreach, academic articles and blogs
- Engagement with more than 3,100 interested delegates at seminars and roundtables dedicated to discussing the research results
- Sales meetings with more than 1,000 prospects

At the time of writing, the interactive benchmarking tool has been used more than 2,000 times and the dedicated Microsite receives over 1,800 unique visitors per month.

The report has also firmly established Santa Fe as the 'go to' source of information. We have been invited to share findings with leading institutions like Cranfield and IMD Lausanne. Oxford University have approached us with a view to using the survey data to support their work in this area.

Testimonials

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