EARNEST



InsightBee
Quality Insights, Quicker

Category: **B2B marketing campaign/strategy of the year**

Campaign name: **Quality Insights, Quicker**

Agency: **Earnest**

Client: **InsightBee**

Campaign URL or microsite: **www.insightbee.com**

EARNEST

Word count
Summary: 201

Offering insight, inspiring trust.

In today's accelerated business world, decisions need to be made quickly. But the ability to take timely action counts for nothing unless your intelligence is sound. And given the cost and difficulty of conducting thorough research, many organizations face the stark choice of turning to an overpriced specialist or getting left behind.

InsightBee's new service offers access to high quality business insights quickly, and affordably. Meaning mid-sized businesses who might otherwise be reduced to shooting in the dark can acquire the insight they need to close the gap on larger competitors.

But being a new brand, InsightBee was competing against long-established players in the business insights market without the benefit of a reputation. They asked us for a campaign that, through considered use of various channels, would take our audience on a journey from awareness, all the way to purchase.

So we took a two-pronged approach, stressing InsightBee's expertise to those most likely to be early adopters, while raising enough general awareness to give the message clout. And by getting this mix of inbound and outbound right, we we're able to ensure that we were always saying the right thing to the right people at the right time.

Results

600+ marketing qualified leads

33,748 site visits

Over **1,000** video views



www.insightbee.com

EARNEST

About the client company

A new player in a crowded market

InsightBee is a new start-up that creates high quality, customised business research reports on demand. By offering an agile, cloud-based service, InsightBee offers a fast and cost-effective alternative to many more traditional research services. InsightBee is backed by leading research and analytics firm, Evalueserve, leveraging the power of their global network of over 3,000 highly qualified research consultants.

Strategy – broader business issues the company is facing

InsightBee had no brand equity at launch, so we needed to de-risk the buying process for the target audience by:

- Making it easy for them to find InsightBee
- Demonstrating value and persuading them to trial the service
- Encouraging them to keep using it – and to be advocates

Ready for soft-launch

As InsightBee planned to launch with a minimum viable product strategy, we worked collaboratively with them to create a campaign that complimented this approach where we could test and learn and make the most of agile marketing.

Starting with a campaign blueprint, we mapped out a two-month outline plan of attack – with an impetus on the testing of different tactics, channels and creative executions.

After soft launching the campaign just before Christmas of 2014, we optimised our approach – expanding investment in areas that generated the best return, and cutting back on those that proved less effective.

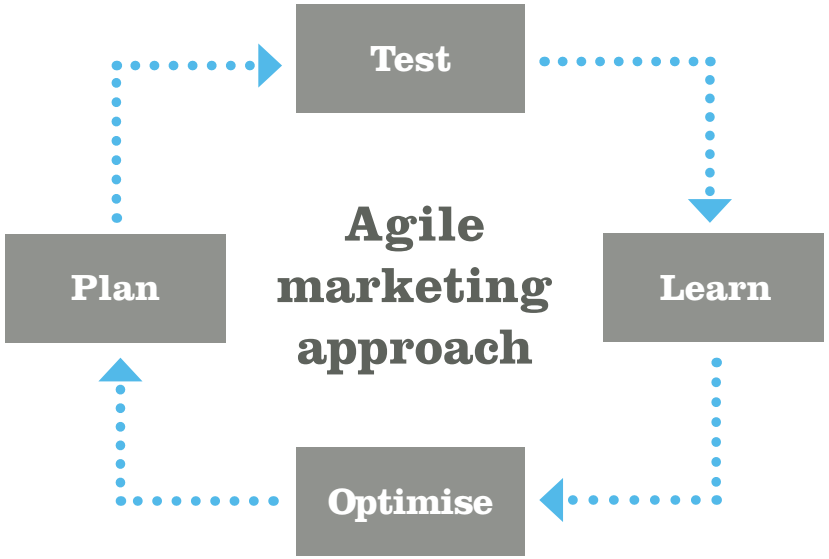
In doing this, we continually improved campaign performance – while embracing and experimenting with new ways to engage our audiences.

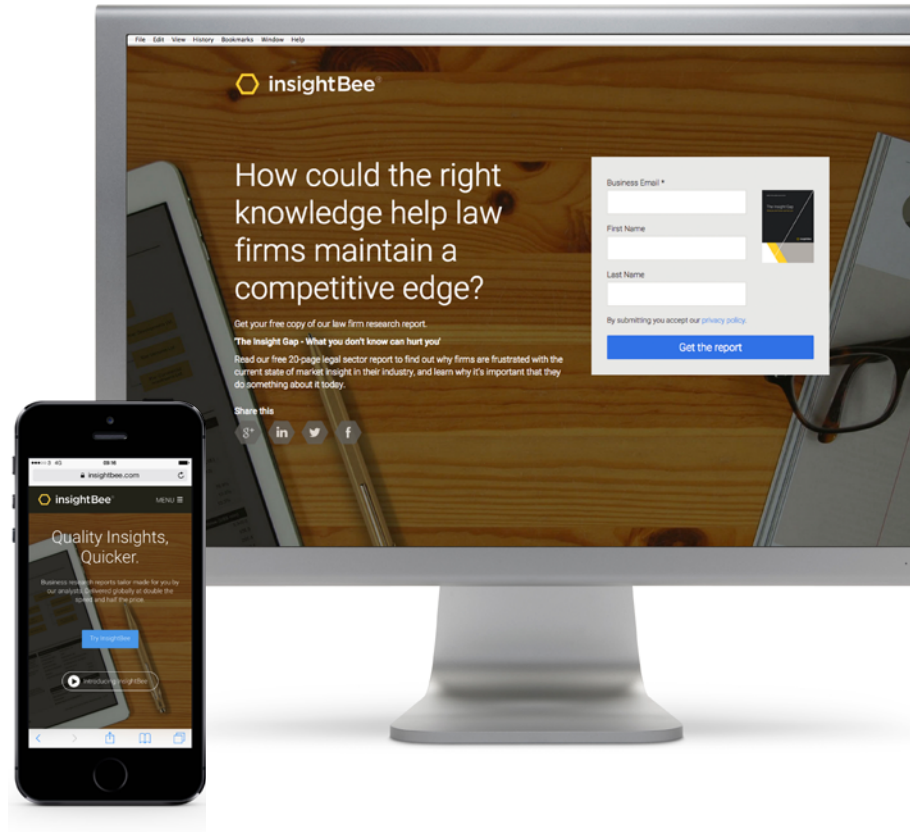
Lean start-up + agile marketing = a perfect combination

Objectives of the campaign

Given that we were seeking to establish the brand, explain the product and drive demand for it all at the same time, our specific objectives were far-reaching:

- Launch a brand new online service
- Drive demand and rapidly build a customer base
- Increase awareness and build customer engagement
- Drive sales, retain customers and encourage repeat business





EARNEST

The target audience

We identified two sectors – law and IT – that offered good potential for InsightBee. This allowed us to understand them in depth and create a finely targeted and highly relevant campaign.

Key markets

Focus primarily on the UK market with plans to explore Europe and US in Q3 of 2015.

Law firms

Clients increasingly expect their lawyers to be well-rounded business advisors with in-depth knowledge of their industry.

Tech firms

In a rapidly changing marketplace, tech companies must keep on top of the needs of their customers and adapt to trends in real-time.

The proposition

We needed a simple, easy-to-remember proposition that decision-makers would instantly understand and see as relevant. Businesses today appreciate that the ability to make informed decisions quickly is vital to their success. But decision-makers often find it challenging to get access to reliable business insights in time for tight deadlines. InsightBee provides the solution.



The Legal Eagle

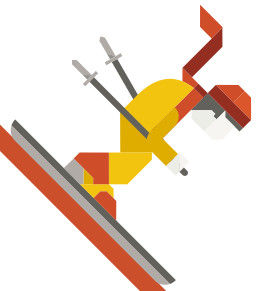


Profile: Male 30–45
Partner, mid-sized law firm
10 years+ associate experience, has successfully worked way through the ranks to become a partner. Now has equity stake in business and is directly remunerated based on the company's success or otherwise.

The Sales Pro



Profile: Male 30–45
Sales Manager, Tech company
12 years+ sales experience and 5 years as a manager. Runs a team of 15 and is responsible for making sure they hit KPIs as well as leading business development initiatives, and receives a performance related bonus.



EARNEST

Media, channels or techniques used

If you want to be listened to, it helps having a reputation for expertise. Of course, attaining such a reputation depends on having people listen to you in the first place.

We recognised this and realised that to position InsightBee as a major new force in the business intelligence field, we needed to make sure we were talking to the people most likely to give InsightBee the foothold they needed, in the terms that would mean most to them. At the same time, we'd have to raise general awareness to give weight to our more focused messaging.

We also understood that, as an unknown entity Insight Bee's customers were likely to take their time moving down the sales funnel. So it was important for our mix of channels to cater to all stages of this journey and carry the right message at the right time.

Our integrated campaign was based on three key principles:

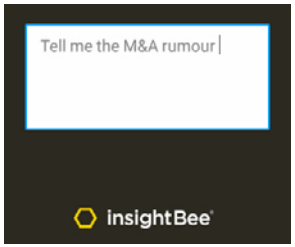
- Content-led inbound approach, supported by outbound utilising different types of ad formats
- Highly segmented audience across verticals, job roles and company size
- Agile – test, measure and refine

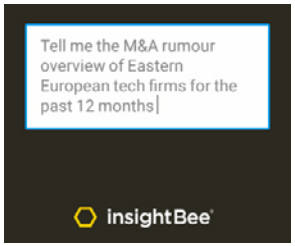
A bespoke research study and spin-off content assets drove an inbound nurture programme, while we established an online presence – and authority, through social media and outbound activity.



Online animated ads on industry specific sites



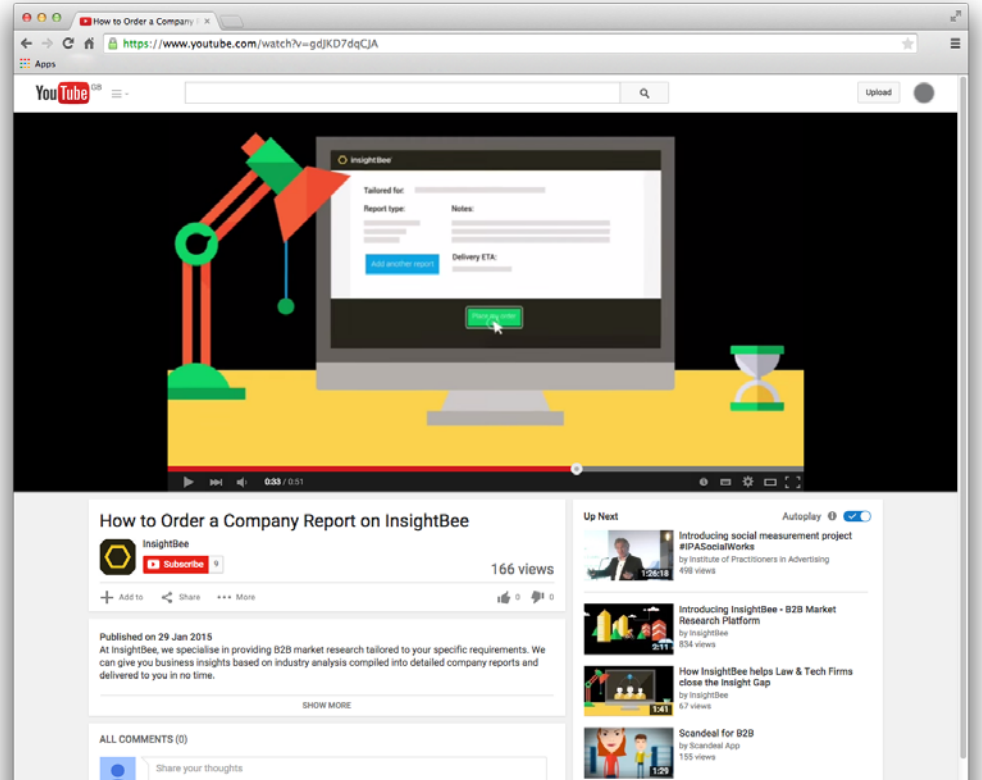








Video animation Introducing InsightBee



EARNEST

Inbound strategy:

1. Through HubSpot, we established content delivery channels (LinkedIn and Twitter).
2. Created content.
3. Optimised for search and shareability making it easy to discover InsightBee, encouraging customers though the buying process, and removing barriers to purchase.
4. Direct people to InsightBee.

Outbound strategy:

We supported InsightBee's inbound strategy with eye-catching press and digital ads, as well as personalized emails.

Thought leadership content

We knew that if we could create impartial, genuinely useful content, we could raise awareness of InsightBee's offering at the same time as starting prospects down the sales funnel. But generalities weren't going to cut it. After all, we were selling insight. After extensive analysis we decided that there were two industries where InsightBee stood to make sizeable impact.

Having identified our targets, we surveyed over 200 senior executives in UK tech companies and law firms and turned our findings into an in-depth report into the state of business intelligence in each sector. The reports looked at the current level of insight experienced by companies, how they were carrying out research (internally and externally), and whether they were getting what they needed from existing suppliers.

From here the report content was seeded in various forms, from infographics and SlideShare presentations to blog posts, tweets and LinkedIn posts, as well as key findings being sent out to business periodicals by InsightBee's PR firm.

Whitepaper and infographic thought leadership content







Direct mail



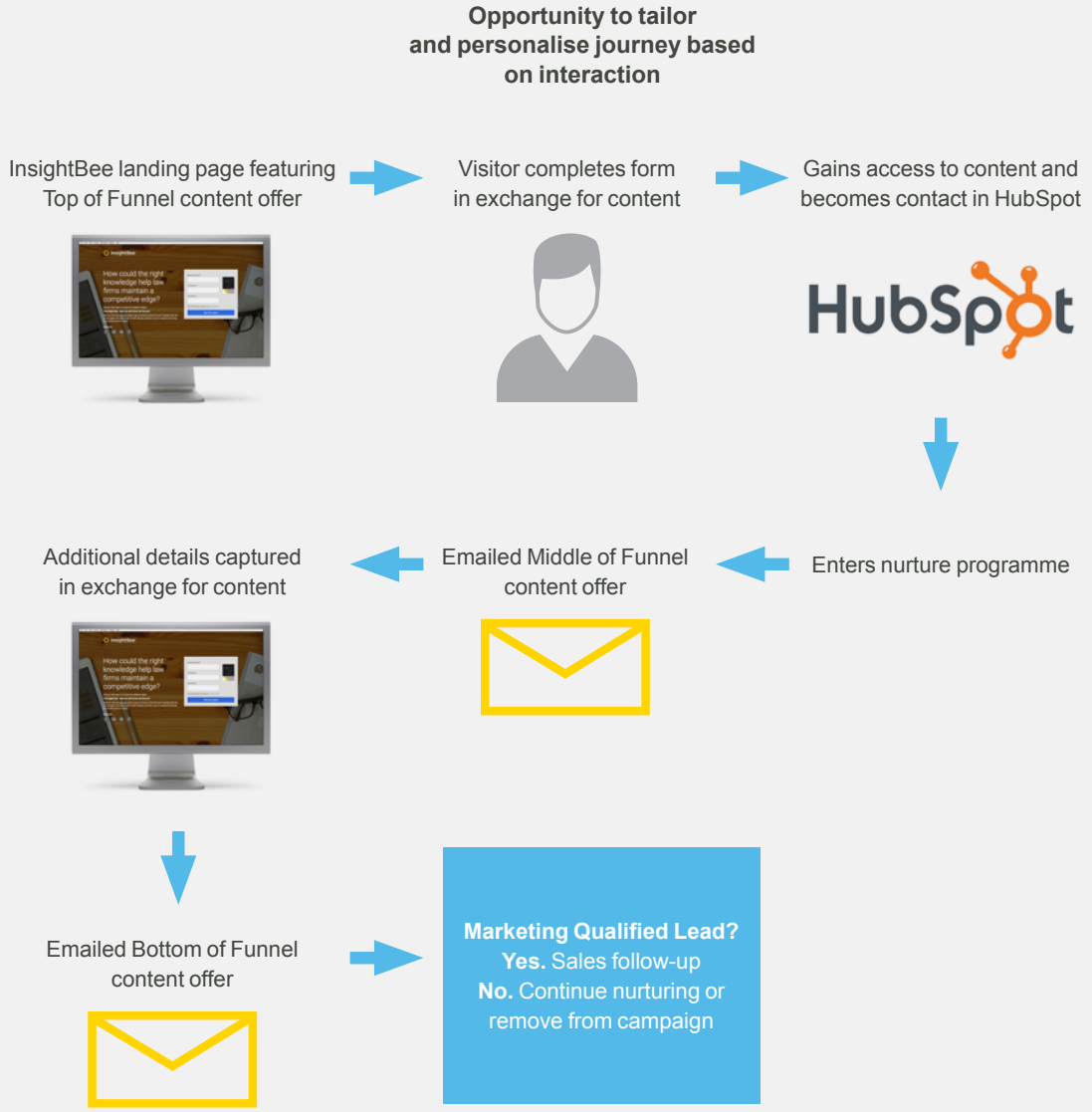
EARNEST

The lead nurture process

We built a relationship with potential customers by offering them relevant and valuable content until they were sales-ready. We achieved this by creating workflows, offering prospects different content depending on their profile and the stage they'd reached in the purchase funnel.

Content was designed to de-risk and de-stress the buying decision and nurture a lead to the point of sale without getting in the way of the product.

As users engaged with InsightBee content, website or blog, we tracked their interactions using Hubspot, which allowed us to assess their progress through the content funnel and buyer journey.



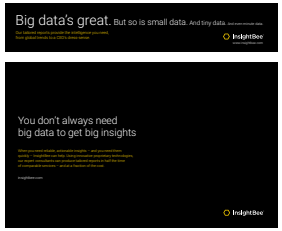
EARNEST

An integrated programme with content at the heart

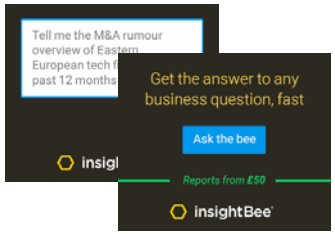
Brand awareness



Search
SEO + targeted PPC on specific key routes



Print advertising



Online advertising

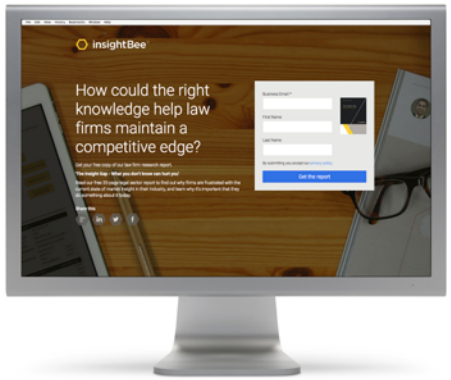


Direct mail

Lead capture and nurture



Infographic and SlideShare
Ungated teaser content



Campaign landing page
Enter details to download free content



Whitepaper
Research study report



Animation
'How to order' video

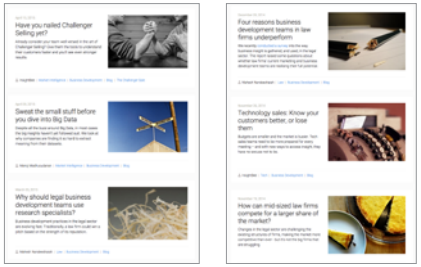
Social and PR



Social media
Twitter and LinkedIn (organic + paid)



PR
Driven by campaign message and content



Blogging

EARNEST

Timescales of the campaign

Initial briefing: Aug 2014

Planning, campaign design, messaging and creative development: Sep 2014

Content development and set-up of campaign assets: Oct 2014

UK campaign soft launched: Nov 2014

Ongoing testing and refining

Budgets

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

Results

- 600+ Marketing Qualified Leads
- 700+ followers on social media
- 4,000+ blog views
- 3,500+ whitepaper downloads
- 33,748 site visits (of which 27,050 were unique)
- Over 1,000 video views
- 33%* awareness of InsightBee among the target audience
- 21 pieces of press coverage achieved, with combined circulation of 13,111,718 (includes Yahoo! Finance, Lawyer Monthly, Information Age, IT Pro Portal, Legal IT Insider)

*Based on a recent survey of 150 mid-market enterprises in the UK

> **Earnest contributed heavily to the successful launch of InsightBee. They understand the pulse of digital marketing, and have a highly creative and knowledgeable team that exceeded our expectations on every front. Outcome has been highly satisfying. Within four months of launch, we've achieved significant market traction. A survey of 150 mid-market enterprises in the UK revealed that 33% were already aware of InsightBee, which is amazing considering the timespan.**
>
> Manoj Madhusudanan
> Managing Director, InsightBee



www.insightbee.com