B2B Marketing AWARDS 2012
FINALIST

Standing out from the crowd

A story of marketing-led change

Building Zones



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Programme name:	Work Different
Agency:	The Marketing Bridge
Brand:	Building Zones
URL:	www.buildingzones.com
Total wordcount:	1195

The Marketing Bridge

Agency | Consultancy | Interim

www.themarketingbridge.co.uk

Summary

Sometimes good marketing is as much about what you don't do as what you do.

With Work Different, we set out to change our business, turning us from an unfocussed IT reseller trying to sell to 60,000 people, into a highly focussed workspace technology business with a market of less than 1000 organisations and revenue of more than £1 million in 2012, £3 million in 2015.

We stopped trying to be all things to all people and became much more valuable to our key partners and customers. As a result, we developed an opportunity pipeline worth nearly £400,000 and more importantly we became the business that I always wanted us to be.

We couldn't do this alone and The Marketing Bridge has given us the resources and confidence to take bold action in a very challenging market. Working alongside us as part of the team for the last 9 months, they have helped us create a strong and sustainable platform to differentiate our business, while helping me prove that marketing should be the heart of our business.

We are now hiring our first marketing manager and will continue to Work Different.

Jason Green
Managing Director, Building Zones

About the company

Building Zones is a small company with big ambitions. By 2015 we plan to triple revenue by becoming known as the workspace technology specialists.

We help customers Work Different – using leading edge technology to create lower cost, adaptable and intelligent workspaces that support flexible working and boost productivity.

Strategy

Established in 2003, we have grown by adding new vendors and selling increasingly complex solutions. By 2011, we were selling harder than ever before, pushing revenue to £800,000, but we had a problem. We were an IT Reseller that did a bit of everything, many products were underperforming and we always had to chase business it never came to us.

In September 2011, we invited The Marketing Bridge to run a one day workshop with the whole team. We finished the day with an outline marketing plan that drove changes in our business plan and our priorities for the year ahead. As a result we narrowed our focus to mid-size UK based, knowledge-economy businesses (eg law, property, media) and consolidated our offering from over twenty technologies to three solution groups under the banner Work Different.

We appointed The Marketing Bridge for a 9 month programme to develop a strong and differentiated proposition for Building Zones and to help drive our business to more than £1 million revenue in 2012.

Objectives of the campaign

1. Create a platform for sustainable differentiation for Building Zones with all stakeholders
2. Secure vendor and distributor buy-in, developing shared plans with Meru, Riverbed and Pivot3 to deliver £250,000 marketing-led revenue in 2012.
3. Develop targeted lead generation to deliver 22 qualified opportunities in 2012:
    a. Double website traffic, ensuring key vendor brands are top 10 search terms
    b. Cleanse, enhance and expand the database to start email and direct marketing
    c. Review current event activity to improve effectiveness
    d. Increase customer and partner engagement using social media and blogging.

The Target Audience

At the start of the project we had 60,000 contacts in Salesforce. The Marketing Bridge completed a data quality audit and mapped usable records to our new target customer profile. This was benchmarked against 3rd party data, cleansed and enhanced. We purchased 1600 new contacts and updated 1200 existing records. With only limited resources, 2800 vertically relevant and geographically focussed contacts gave us an optimum funnel based on our close rates. We also subscribed to a lease-expiry service as office change is the key trigger for technology review.

Unlike major corporations, midsize organisations might only address these issues once every five to ten years and the key decision makers might only do this once in their career.



Media, Channels and Techniques used

This project has changed Building Zones from an IT reseller to an agent of change for the target audience. Work Different combines technical excellence with a human focus, helping create workspace that doesn't just look great but really works. This focus and the simplification of our portfolio give us a unique voice.

Work Different
As work becomes less structured, more global and increasingly real time, the rules of the game are changing

=

Cloud Services
Worry less about managing boxes and focus more on managing your business

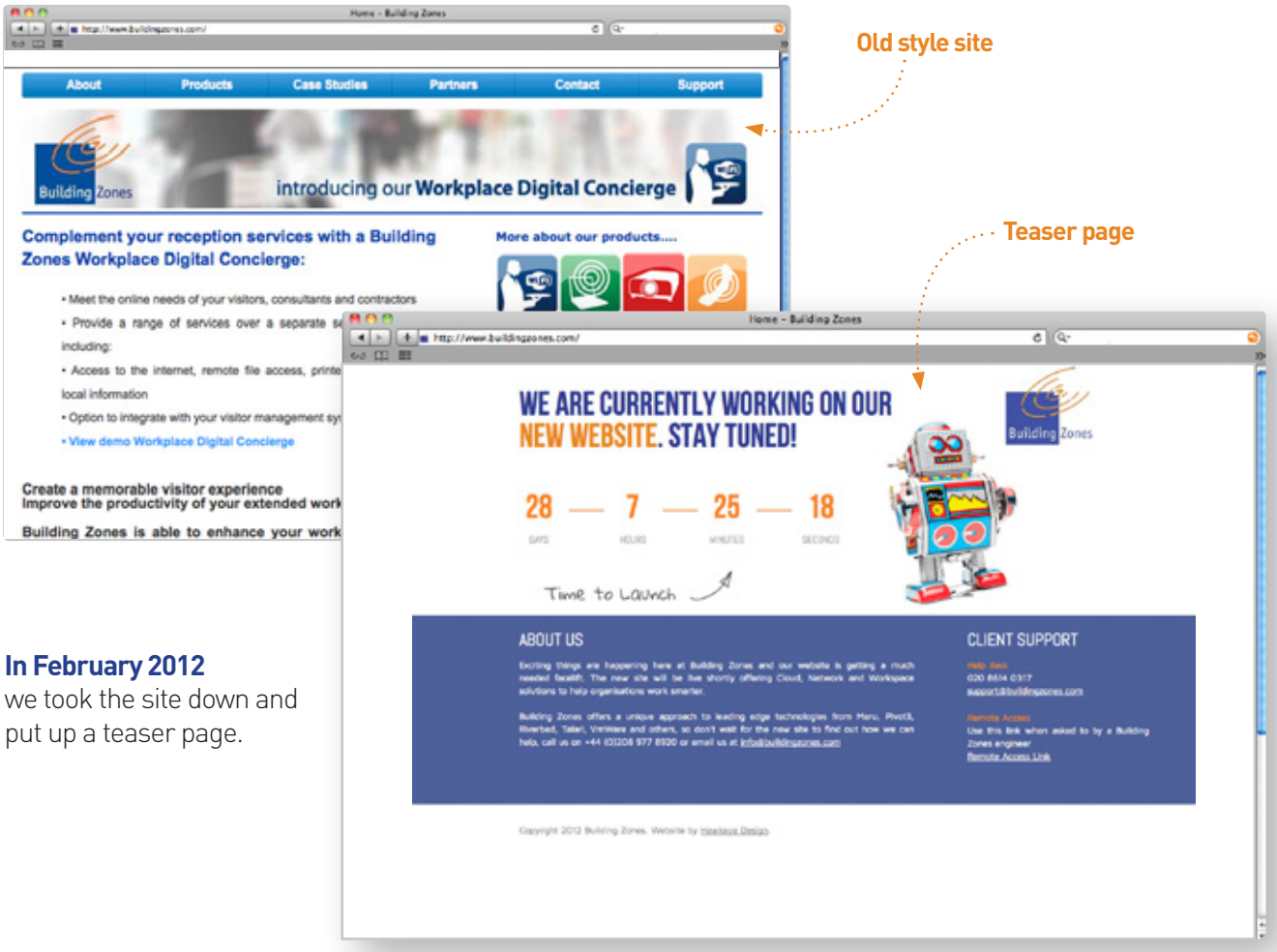
Converged Networks
Say goodbye to network complexity and limitations with truly scalable wireless and LAN infrastructure

The Social Workspace
Discover, share and collaborate as well in the real world as you do online

To communicate this effectively and to achieve objectives within the budgets available, much of the campaign was digital. For high value targets, we used some direct mail and a live event.

Timetable

At the start of the project, we established that Buildingzones.com was invisible to Google for key vendor search terms. The site was also not representative of the business we want to be.



In February 2012
we took the site down and put up a teaser page.

Timetable *continued*

We changed our email signatures, business cards and PowerPoint before making formal presentations to priority vendors and distributors. These laid out the business plan and started co-marketing discussions, changing perceptions of Building Zones and the level at which we engage. They also delivered funding from every partner, a PR initiative with Pivot3/VMware and a video case study of our latest Meru project.

In March, we launched the new website with substantially more vendor content and invited key stakeholders to a Work Different breakfast.



The robots on the website personify Work Different. They poke fun at the 'futureness' of other workspace companies and highlight how robotic many offices have become for the people who use them. They also capture a key part of our character. We are 'deeply geek' and love leading-edge technology, but we recognise that office change is a very human process that despite the complexity should be enjoyable. The imagery came from Shutterstock, and to strengthen the message we sourced real tin-toys via Ebay that now sit on key contacts' desks.

After the initial traffic spike from the launch, we overhauled PPC activity, developing 18 adverts around key vendors and technologies on 226 keywords. This has been supported by ongoing SEO and an enhanced social media plan where we updated team member Linked-In profiles, increased activity on Twitter and produced a post for the new blog every ten days.

Timetable *continued*

In April, we started email marketing to our 2800 targets. Using split message testing and by structuring specific campaign schedules for Leadership, Facilities and IT contacts we created nearly 40 campaign assets that were delivered over a 3 month period (see appendix). Across the campaign, we achieved a 12% open rate and 7% click through with <1% unsubscribe.

In May, we delivered the Work Different breakfast with 26 of the 30 confirmed guests attending on the day. This event was co-hosted by our technology partners and generated significant interest with two projects each >£100,000 now in the pipeline.

In June, we are meeting with a number of workspace conference companies to develop the events plan and are pursuing three speaking opportunities for the autumn.

Budgets

Project Element	Building Zones Cost	Vendor Support Funding
Marketing Workshop	£1,300	£0
Data purchase	£900	£0
Website design & build on Joomla CMS	£2,500	£0
E-marketing setup – email, adwords and SEO	£2,450	£0
Consultancy, Campaign Development, Copywriting, Data Analytics and Project Management,	£17,500	£0
Launch Event and Direct Mail	£2,200	£1,000
E-marketing campaign fees – Email, Adwords and SEO	£3,000	£2,000
Total	£29,850	£3,000
Actual cost to Building Zones	**£26,850**	

Results

In June we will close two deals that trace directly to this campaign with a value of **£125,000**. We have a further **£240,000** pipeline and are just beginning to see the impact of the campaign at the top of funnel with email, direct marketing, SEO and PPC starting to pay off.

In the first 3 months of the new website going live, year on year comparison shows:

Unique visits are up **144%**

Page views increased by **54%**

Site visits are now **26%** longer

New traffic is up **30%**

LinkedIn referrals up **326%**

Pivot3
Meru

Pivot3 is now the **4th** ranked keyword and Meru the **8th** with related phrases now comprising the majority of the top ten

Client testimonials

The Marketing Bridge has always involved the sales team in the process, helping us convert marketing ideas into sales conversations, even helping with cold call scripts and customer meetings.

Shafiq Ebrahim, Sales Manager of Building Zones

The Marketing Bridge listened to everything we had ever done or thought of doing, then took it well beyond where we expected. Building Zones is finally a marketing driven company.

Jason Green, Managing Director of Building Zones

...the new website looks fantastic, makes a change to all the stereotypical websites featuring people in suits looking longingly at servers and cables!!

Helene Orr, Marketing Manager of Zycko Distribution.

Wordcount: 997

eShot campaign example – The robots are revolting

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Building Zones

IT TAKES A LOT TO GET A DESK TOY TO JUMP FOR JOY



After all, for more than half the week they are left on their own, as we are all now free-roaming, hot-desking, flexible workers. Or rather, we would be if we could persuade IT to let us use our new iPad at work, connect our smartphone to the office network or even find a quiet spot with a useable wireless signal. So pity the poor desk toy, either left to gather dust or forced to watch as staff and visitors fight over their LAN cable or struggle to login in order to try and get some work done.

BUT IT DOESN'T HAVE TO BE LIKE THIS...

Some desk toys have found a new kind of freedom, where they are able to wander the desk while their owners move seamlessly through their day with the necessary technology at their fingertips, never thinking to ask how to do something because it just happens. These are the lucky desk toys and they are revolting, standing up to tell their friends what they have found.



Working with the team at Building Zones they are showing people how to makes the most of the Cloud, build reliable, secure and scalable converged networks and building a social workspace that connects and empowers users.

They are working with leading edge technologies like Microsoft Office 365, Meru Wireless Networks, Riverbed network optimisation and Pivot3/VMware VDI. And because they know you don't have time to waste they make sure that the technology works seamlessly with quick start up and great levels of support.



To find out about exciting developments in BYOD, virtualization and what else is changing in workspace IT, visit www.buildingzones.com and download a free guide to Wifi Upgrade or signup for a free test drive.

THE ROBOTS ARE REVOLTING AND THEY WANT YOU TO JOIN THEM. WORK DIFFERENT.

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eShot campaign example – Rumour has it

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RUMOUR HAS IT YOU'RE MOVING



We're not ones for gossip and idle chit-chat, but when we hear that a company like yours might be on the move, our ears prick up. As specialists in workspace technology we are a little different from many of the other people you may already be talking to about a possible new office. Unlike the property specialists, architects and interior designers, we focus on making the workspace work now and in the future.

In today's world, that means treating technology like the 4th utility. Always available, completely reliable and mostly invisible. Technology shouldn't intrude on the way your teams work, but support them at every turn.

We help companies Work Different, changing the way that they use technology to deliver a more flexible, scalable and dynamic workspace at a lower cost than maintaining business as usual.

So, if you are planning a move, we'd be delighted to introduce you to 6 ways to improve the experience:

1. Put your building on a diet - thin buildings require less floorspace, less energy, less maintenance and whole lot less stress. By moving IT out of the building and into the cloud, you can deliver a significant service improvement without the capital and operating costs of your current building.
2. Optimise don't upgrade - no matter how data hungry your business, you don't need a huge broadband pipe into the building to make the most of Cloud if you optimise and manage your Wide Area Network.
3. Virtualise your desktops - reuse your current hardware, but retool it to run a series of virtual machines. Then invest the savings in more flexible tools so that your teams can use iPads and smartphones, slates and laptops as best suits the task, but always with their own desktop and applications on hand.
4. Virtualise your wireless network - with an exponential increase in wireless traffic 3rd generation multi-cell Wifi can only last a few more years. Don't create a legacy problem down the line, invest in 4th generation virtualised WLAN to deliver seamless and scalable coverage in every part of the workspace.
5. Create a social workspace, that welcomes staff and guests alike. Eliminate hours of wasted time as people search for meeting rooms and hunt for passcodes, through secure yet discrete physical and network access control.
6. Take time to enjoy the project. You are working on something that will last for years and will impact every one of your colleagues. Bits of it will be stressful, but it can also be tremendous fun. Make sure you work with people who share your vision and remember to stop along the way to see how far you've come.

Building Zones works with companies to ensure that their workspace helps them drive the business forward. We work with a wide range of technologies, from Microsoft and Meru Networks to Riverbed and Pivot3/VMware. But most importantly, we work with bright people who understand how good your next office can be and really enjoy the experience of getting there.

To find out more, pick up the phone and call us on 0208 977 8920 or visit www.buildingzones.com. We are offering a limited number of free site audits in June, so call today.

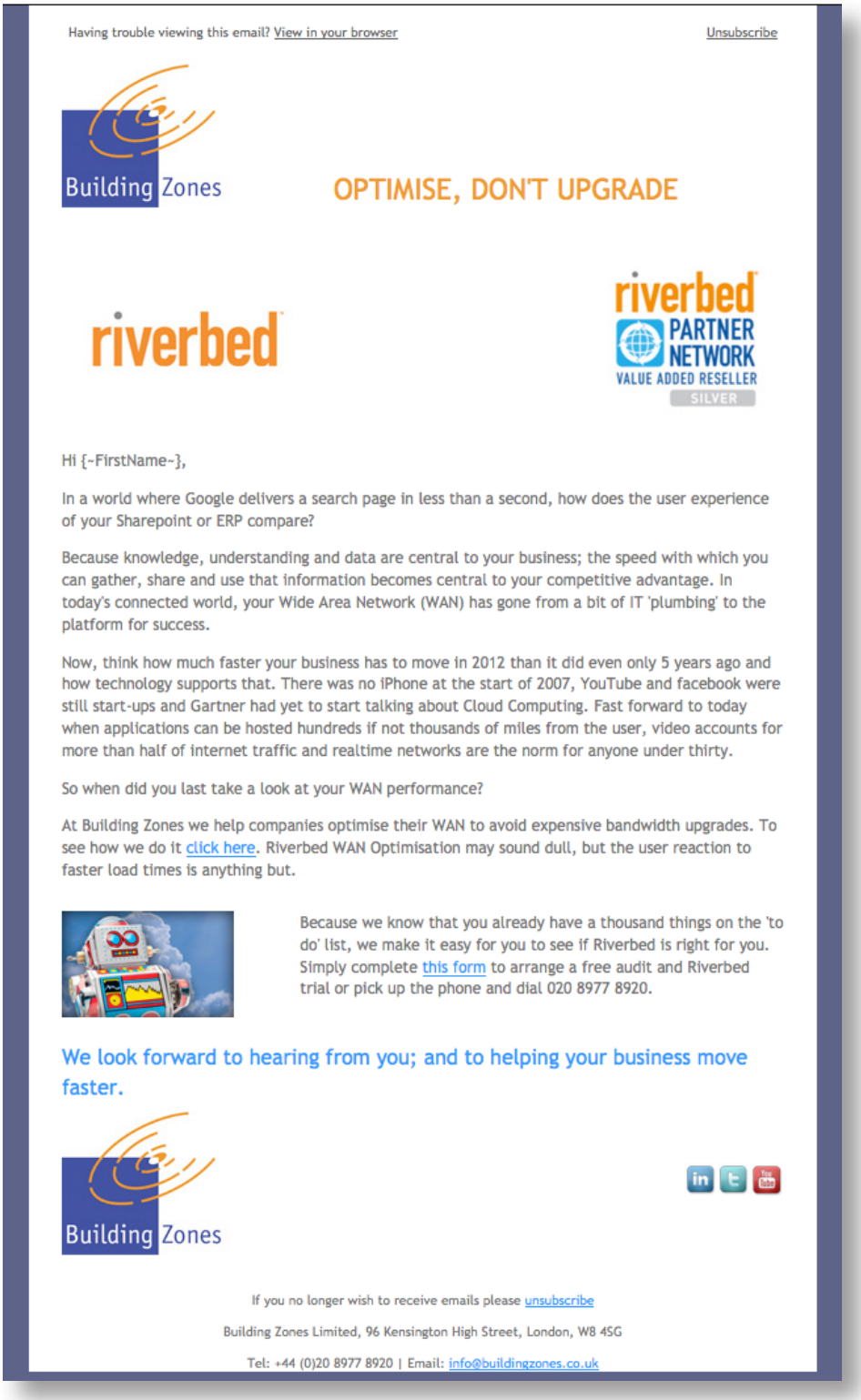
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eShot campaign example – Riverbed



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Building Zones

OPTIMISE, DON'T UPGRADE

riverbed

riverbed PARTNER NETWORK VALUE ADDED RESELLER SILVER

Hi {~FirstName~},

In a world where Google delivers a search page in less than a second, how does the user experience of your Sharepoint or ERP compare?

Because knowledge, understanding and data are central to your business; the speed with which you can gather, share and use that information becomes central to your competitive advantage. In today's connected world, your Wide Area Network (WAN) has gone from a bit of IT 'plumbing' to the platform for success.

Now, think how much faster your business has to move in 2012 than it did even only 5 years ago and how technology supports that. There was no iPhone at the start of 2007, YouTube and facebook were still start-ups and Gartner had yet to start talking about Cloud Computing. Fast forward to today when applications can be hosted hundreds if not thousands of miles from the user, video accounts for more than half of internet traffic and realtime networks are the norm for anyone under thirty.

So when did you last take a look at your WAN performance?

At Building Zones we help companies optimise their WAN to avoid expensive bandwidth upgrades. To see how we do it click here. Riverbed WAN Optimisation may sound dull, but the user reaction to faster load times is anything but.

Because we know that you already have a thousand things on the 'to do' list, we make it easy for you to see if Riverbed is right for you. Simply complete this form to arrange a free audit and Riverbed trial or pick up the phone and dial 020 8977 8920.

We look forward to hearing from you; and to helping your business move faster.

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eShot campaign example – Office 365

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Building Zones

MICROSOFT PRICING CHANGE

Microsoft Office 365

Hi {~FirstName~},

Unless you're reading this on a Mac, there is a 94% chance that you are a Microsoft Office user. Love it or hate it, we thought you'd be interested to know that it's getting cheaper. Microsoft recently announced new pricing for Office 365, the Cloud alternative to the traditional office suite for businesses like yours.

Office 365 delivers big company capabilities at small company costs, by keeping everything that's great about the tools you already use, while offloading maintenance, upgrades and support to Microsoft. For mid-size organisations it frees IT to focus on the value-add rather than the mundane, while for smaller companies it brings freedom from the many non-core tasks that divert staff away from the customer.

Here are eight reasons why we think you would benefit from Office 365 and why we hope you will take up the offer of a Free Trial.

1. When your current MS Office servers get too old or too slow, don't replace them just dispose of them - Office 365 doesn't need them
2. When it comes time to upgrade from Office 2003 or 2007, don't tie up people and capital in buying licences and upgrading each machine - Office 365 gives everyone access to the latest tools wherever they are working
3. Office 365 includes Word, PowerPoint and Excel, so there is no staff training required meaning new hires are up to speed and doing the job much faster
4. Office 365 includes Exchange Online, so email security and system management gets a whole lot easier and you enjoy 99.9% guaranteed uptime
5. Office 365 includes Sharepoint and Lync Online, so when you want to collaborate with colleagues and customers without all having to be in the same room, you can do it quickly and easily even from a mobile device.
6. Its so flexible, you can use it wherever you are, even if you are offline. Office 365 simply syncs any changes next time you have a connection.
7. We provide support throughout the journey, from helping you plan and deliver an Office 365 trial to deployment, migration, customisation and integration through a full suite of Cloud Services.



At Building Zones, we have built our business by using technology to empower people to work different; creating a lower cost, adaptable and intelligent workspace that supports flexible working and greater productivity. If you'd like to know more about Cloud Services or how Office 365 can help your organization then contact us on 020 8977 8920 or visit www.buildingzones.com

If all this talk of Cloud and 365 feels like just so much IT jargon, then grab a cup of coffee and instead visit www.clouds365.com, for a refreshingly different perspective.

Many thanks,

Jason and the team at Building Zones

@jasonpgreen

Building Zones

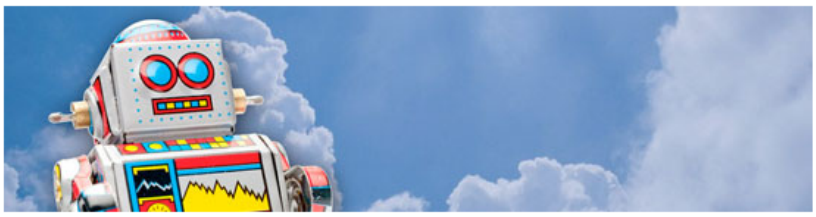
eShot campaign example – Scream if you want to go faster

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Building Zones

3 PROJECTS YOU CAN START TODAY



Technology should help your organisation adapt more quickly, work faster and better serve your customers. Yet every time technology innovates, business also moves forwards. In our globally connected, real-time economy, where will the next advantage be found?

We think that there are still big gains to be had in the little stuff. Small changes to the way you work and the systems you use that save time every day, help your team focus on what matters and aren't a high-stakes gamble. After all, most IT teams are already working at full stretch and have no hope of taking on another major project.

So here are 3 projects you and your teams can start today and see a a full ROI before the end of the year.

1. Swap your onsite Microsoft Servers for Microsoft Office 365. Immediately reducing your IT overhead and freeing your team to focus on innovation rather than server support. While keeping all the familiarity of MS Word, PowerPoint, Excel Office 365 adds powerful new functionality in Sharepoint and Lync.
2. Allow your teams to bring their own devices into the work environment and use them for business. By giving secure access to the network for iPads and smartphones, you create an environment where everyone can work more flexibly. With Pivot3 VDI and Meru Networks, you can banish problems with poor connectivity and simplify desktop management and security.
3. Speed up all your applications that are running over the network, giving users an instant response and allowing them to focus on the job in hand rather than complaining to IT. WAN optimization sounds complicated, but is remarkably simple to deploy and delivers an immediate impact.

So if you want your business to go faster, don't scream - simply pick up the phone and contact Building Zones 020 8977 8920 or email info@buildingzones.com

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