HARTE HANKS EUROPE

Insight. Passion. Results.



The 7 Principles of Demand Generation Marketing for the Technology Sector.

Mason Zimbler™

A Harte-Hanks Company



Introduction

In the technology industry, where channels and platforms change seemingly overnight, successful demand generation is a game of constantly evolving rules. Thankfully, with everyone facing the same challenge, this means success is no longer defined by spend; a sure strategy, clear data and a calm head is all you need to come out on top.

To this end, Harte-Hanks has spent the past five years systematically acquiring best-of-breed companies across Europe (not to mention reams of Air Miles), enabling our clients to access a complete and unified marketing engine through a single point of contact.

Dealing with one company also ensures they get more for their money, but that's another story for another day.

The purpose of this paper is to share with you our learnings about how to use the tools at your disposal to deliver the right message, to the right people, through the right channel, at the right time.

The roadmap we use to achieve this, we call the seven principles of successful

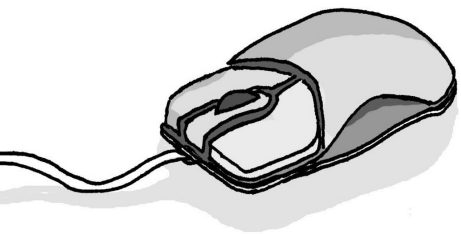
The seven principles:

1. Leave nothing to chance

In the 6th century BC, Sun Tzu wrote his definitive book on military strategy. Based on his vast knowledge of human behaviour, Tzu knew that to achieve great success you need to truly know the following: yourself, your enemy, your terrain and, finally, your objective. Our teams of data and market analysts enable us to deliver this knowledge to our clients and internal strategic teams with exceptional efficiency. Sometimes the truth hurts, but if you don't know your starting point, you'll never reach your goal. Data-based insight provides the firmest foundation on which to build a plan to execute.

2. Speak to the right person

Imagine modelling your prospect list to establish a propensity to buy or pinpoint key targets' progress through the nurturing cycle. By employing the best data analytics capabilities in the technology industry, this is exactly what our clients achieve. And because no static database can keep pace with emerging trends and changing roles, we not only qualify and validate data, but also extend your database to influence the influencers. Only by acquiring, nurturing, scoring and analysing all leads, you can be confident you're speaking to the right person.



3. Become a master of... timing

Your prospects are most likely your competitor's customers. So to be successful, you must engage with their process, not yours. It's also important to accept that purchase decisions happen over time, so you'll need to use different tools at different stages. By helping our clients with the demands of content creation, tailoring messages and identifying where a prospect is in their buying process, we give them the knowledge and tools to lead prospects through every stage of the buying process.

4. Choose the right channels

The growing list of potential channels through which to deliver a message is daunting to even the most experienced technology officer. Consequently, effective solutions are often overlooked or ignored because competency in that channel is not available. From social media and viral, to TV and DM, we have developed a deep knowledge within technology of how these channels complement each other and can become more than the sum of their parts.

5. Creative still matters

Knowing the right person to speak to, and the right channels through which to reach them, all amounts to nothing if your message doesn't resonate. Too many campaigns fall at this final hurdle; leads are lost or, worse still, brands are tarred with negative connotations. To ensure our clients never suffer this fate, our analytical tools enable us to read individuals' motivations, inhibitors and business behaviour. So we make sure messaging is not just tailored to resonate but, more importantly, to inspire action.



6. Process

Efficiency is the bedrock of agility. And with so many moving parts in modern marketing campaigns, only by building efficient processes will you be able to stay flexible and respond to variation. Our systems integrate real-time reporting, meaning we never miss an opportunity to close gaps, maximise retention, nurture and increase ROI. It's also particularly valuable when we want to step back from the detail and concentrate on the strategy.

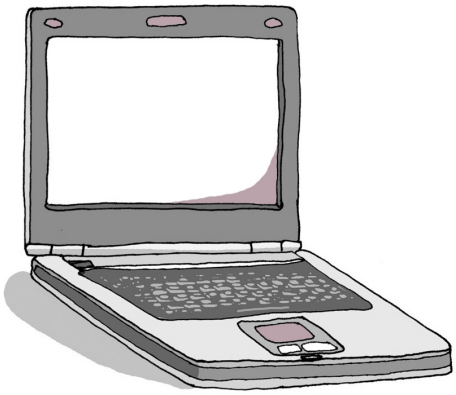
7. Reporting

Successful campaign management requires models to be adjusted on the fly to squeeze the most from a campaign. But what use is such flexibility if you can't see what's going on? We create real-time dashboards so our clients can see how all the elements in a campaign are working together to reach their goals. This makes it easy for them to understand, review and share results throughout their organisation.



What's next?

At Harte-Hanks Europe we live and breathe technology marketing. We think there's never been a more exciting time to do what we do. It's our passion, which added to a wealth of insight, generates results for our clients. We're always interested to talk about changes in the sector, so if you fancy a chat and a bite to eat, feel free to contact James Trezona, Managing Director.



Mason Zimbler is an integrated digital marketing agency that creates fresh and innovative ideas for global technology clients. With offices in Bristol, Reading and London, the agency provides a full range of services, including: direct marketing, advertising, branding, website development, email lead generation, viral, channel incentive programmes, research and strategic consulting.
www.mzl.com

Mason Zimbler is part of the Harte-Hanks group: a worldwide organisation that provides direct marketing services to local, regional, national and international consumer and business-to-business marketers.
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