BEST LEAD NURTURING CAMPAIGN

Category **23**



Agency: **Astute Ltd.**

Campaign: **'SHAPING FUTURE SUCCESS'** *for* **EE**

http://media-assets.co.uk/B2B_Awards/Category23.html

FINALIST 2013 B2B AWARDS

Summary



Astute Ltd is a dynamic B2B marketing agency and the sole outsourced provider of EE's B2B demand generation. The target market for lead generation is Medium and Corporate prospects (both public and private sector) with an estate of at least 15 mobile connections.

For nine years Astute have conducted a programme of blended contact centre and digital activity, to provide the EE field sales teams with in excess of **8000 leads per annum** and achieving **112%** against set lead generation targets in 2012.

This industry leading large scale programme has supported the evolution of T-Mobile, Orange, Everything Everywhere and now EE to achieve their goals through a strategic trusted partnership. The partnership has shown year on year sustained growth through a blend of outbound, inbound, collateral and web marketing, generating results which really set the programme apart.

The sales results from Astute leads are industry leading, with a sales acceptance rate in excess of **94%** vs. six month project timescale for leads and double-digit conversion rate to sale.

Return on investment is doubling year on year from **10:1** in 2012 to **22:1** in 2013 to date.

In 2012 the lead programme directly generated in excess of £20m of revenue.

In 2013 the programme has generated more than **£19m** of revenue already therefore looking to DOUBLE 2012's fantastic result.

ABOUT THE CLIENT COMPANY

EE is the UK's most advanced digital communications company. It is the first to offer superfast 4G mobile services, alongside fibre broadband, to UK businesses and consumers.

The company was born in 2010 from the merger of two major mobile brands in the UK:

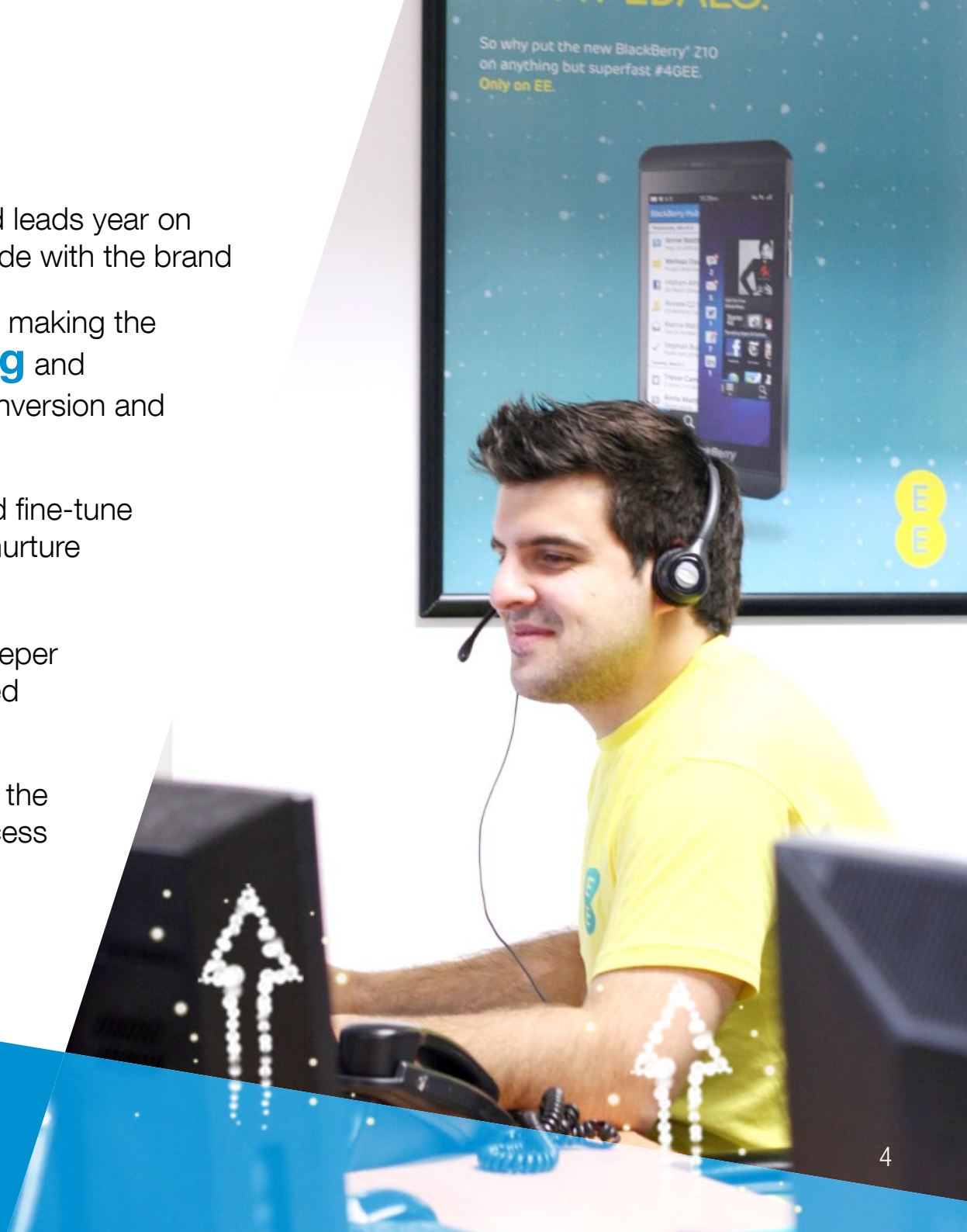
- T-Mobile, who launched the Mercury One2One GSM mobile network in 1993 as Mercury Communications, becoming T-Mobile nine years later
- Orange, who were formed in 1990 as Microtel Communications, becoming Orange in 1994

EE has a heritage of innovation, and today provide **27 million customers** with the best network and the best service so they trust them with their digital lives.



STRATEGY

- **Increase the number** of accepted leads year on year. Tracking each contact the prospects made with the brand
- Continuous improvement strategy to focus on making the Programme more **efficient**, **engaging** and **effective** to ultimately drive improved conversion and return on investmen
- **Identify** future contract renewal dates and fine-tune advanced data segmentation for continuous nurture
- **Target** with specific messaging with rich intelligence-led dialogue. **Providing** a deeper understanding of the prospect as it is managed through the nurture programme
- **Increase** conversion into lead by moving the prospect along each stage of the nurture process



OBJECTIVES OF THE CAMPAIGN - SHAPING FUTURE SUCCESS

To provide cutting edge lead nurture and segmentation based contact marketing.

The objectives of the EE & Astute lead programme are to support the sales community, in their quest to generate more profitable new business for EE year on year.

Due to the contractual basis of the EE type of sale a critical element of **Shaping Future Success** is the nurturing of end-users that fit the target profile. Agents will have secondary daily targets to qualify competitive contract end-dates and agree with the end-user to stay in touch.

A proportion of the Astute Agent prospecting is taking responsibility for the EE awareness within, and profiling of, all longer-term interests. Furthermore via this approach Astute will integrate with the EE sales and marketing teams to execute nurturing activities into the target organisations.

Prospect accounts which meet the identified target account criteria will be managed to ensure that they are nurtured and profiled over a period on weeks/months until the agreed EE lead criteria is met and true sales engagement window is established.

66% of prospect accounts will not meet EE lead criteria on initial contact. These prospects will be managed to ensure that they are profiled by identifying future technology interests, dispatching relevant information / event invites from EE marketing platforms whilst maintaining telephone contact with the prospect over a period of weeks / months.

It is from this nurturing approach that the majority of EE leads are developed over time. This process maximises the value of the programme by ensuring EE sales are focusing on immediate ‘sales ready’ opportunities.



This enables the sales community to have a steady flow of qualified prospects, which are at their most optimum stage of the sales cycle and when their appetite to partner with EE is at its highest.

Astute has to adhere to a strict lead criteria, which has refined the relationship since 2004.

For Astute to consistently generate the same quality of leads that drive a ROI of over **10:1** in 2012 and currently **22:1** in 2013, Astute must also support the lead generation programme.

Through the nurturing Astute are able to provide:

- High volume of sales engagement ready leads
- Sales community, and programme stakeholders, with complete visibility of prospect pipeline
- Accurate forecast volume of leads per month
- EE with competitive and timeframe trend analysis and insight
- Ensure best in class end-user treatment by ensuring communication consistent with their requirements / interests
- Valued and trusted partner service for EE sales and marketing teams

SHAPING FUTURE SUCCESS
OBJECTIVES OF THE CAMPAIGN



THE TARGET AUDIENCE

EE's target audience for the lead generation programme is 15+ connections and adheres to a strict lead criterion with a full quality assurance process.

The criteria, is based on appetite to engage, size of opportunity, and time frame to engage with EE.

Once this criteria is met, the lead completes a QA process at this stage the lead will be exported live to EE via **"Live Lead"**.

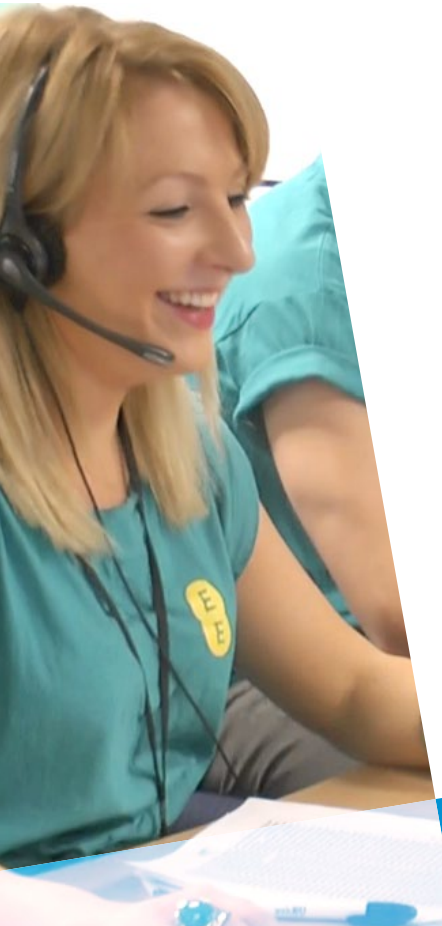
MEDIA, CHANNELS OR TECHNIQUES USED

Astute utilise various marketing channels to maximise the impact and penetration the EE message will have within potential prospects.

Core to this is the outbound lead generation activity, which is professionally delivered by the Astute Demand Generation Agents working on the campaign.

This is supported by the inbound traffic, which Astute manages on behalf of EE.

To increase the profiling of the EE's target market and to leverage the conversion rates from call, to lead, to sale, Astute also supports EE in other strategic channel marketing, these include:



- **Social Listening Trial**
- **Click Through Follow Up**
- **Market Landscaping and Prospect Profiling**



TIMESCALES OF THE CAMPAIGN

Astute and EE have been working together since 2004; there are on-going reviews every month, half year and yearly.

Ongoing review of the nurture programme and at various fixed stages of the relationship has allowed for a more flexible programme, one that can react quickly to changes that the nurture segmentation analytics reveal in the market.

BUDGETS

The commercial model between EE and Astute demonstrates complete commitment from both parties to reward joint success.

EE and Astute operate a **unique** cost per lead model incorporating a scaled risk and reward volume based on performance levels.

Furthermore the sales community are involved in this risk and reward structure with an accept or reject process enabling them to agree when a lead presents a valid opportunity.







RESULTS

More than 8000 sales ready leads generated in 2012 (112% of target)... giving a phenomenal 10:1 ROI and a very happy client!

Double digit conversion into closed won opportunity

94% sales acceptance of opportunity

Some of the highlights of the programme are below:

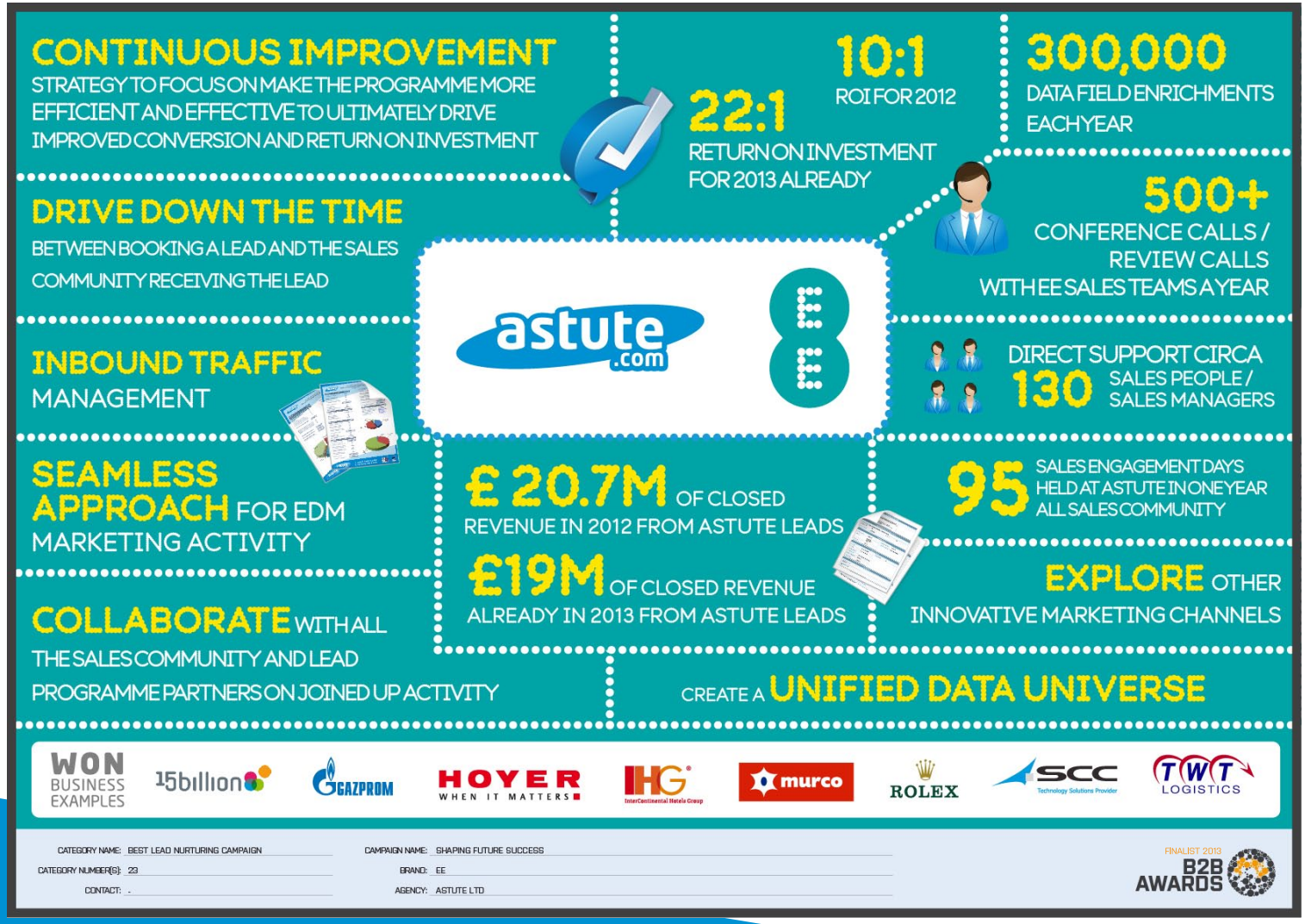
- 300,000 data field enrichments each year
- 10:1 return on investment for 2012
  - 22:1 return on investment for 2013 already
- 20 million pounds of closed revenue in 2012 from Astute leads
  - 19 million pounds of closed revenue already in 2013 from Astute leads
- Direct support circa 130 sales people / managers
- Contributed to 44 million pounds worth of revenue in 2012 supported through sales opportunities created off the back of profiling work and revisited leads

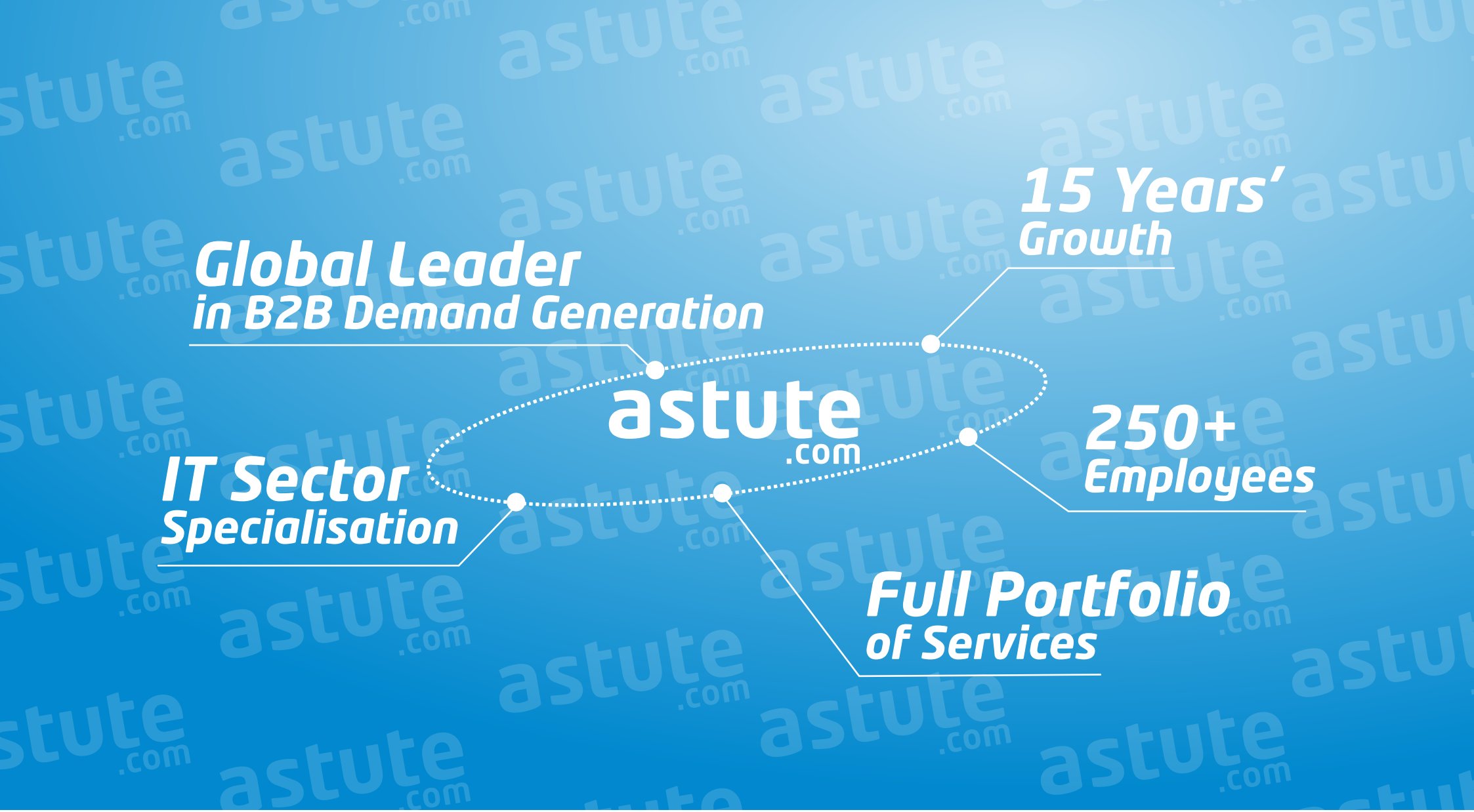
10:1 ROI

£ 20.7M net new closed won business

8000 sales engagement ready leads delivered to EE sales community

SUPPORTING MATERIAL SUPPLIED





FINALIST 2013
B2B AWARDS