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AWARDS 2012
FINALIST

Category 3: Best use of live-event marketing

Getting Welsh Business Online (GWBO) Promotional Events
- for Google UK

by Culture Group

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Introduction



Getting Welsh Business Online aimed to help Welsh businesses to get online and grow online, over a 3 month period in 2012.

As many as 40% of Wales' 200,000 SMEs don't have a website, indicating a low level of digital engagement. To educate these SMEs, Culture Group developed a range of bi-lingual print literature, which focused on simple calls to action and step-by-step processes. These were distributed at locations during national sporting events, premium shopping areas and business trade shows - the most likely locations to be frequented by business owners.

Once engaged with the campaign, users were encouraged to attend the Google Juice Bar. This mobile service offered a one-to-one session, with a Google Advisor, focusing on tangible, tailored support. During their appointment users would learn how to use a range of tools such as a free website builder.



The campaign generated over 420,000 impressions with 20,000 pieces of literature distributed. This resulted in more than 1,600 Google training sessions and approximately 70,000 minutes of one-to-one support, 25% above targets.

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Client and services offered

Getting British Business Online (GBBO) is a Google UK campaign that offers SMEs access to online marketing tools and advice on how to get online and grow their business online.

Strategy - broader business objectives and how this activity relates.

The GBBO campaign decided to take a grass-roots approach to supporting businesses that aren't online, by providing a vehicle for a range of tools that aim to help SMEs get online and grow once there.

Google decided to take the GBBO campaign local, focusing on Getting Welsh Business Online. Wales was chosen for several reasons:

- 60% of the 204,000 business in Wales are SMEs (2% above the UK average)
- As many as 40% of SMEs in Wales have no online presence
- 33% of these are e-commerce enabled (6% below the UK average)
- 64% of these SMEs are located within an hour's drive of Cardiff

Reaching these local businesses posed a challenge, as many lacked the most basic digital skills. The strategy developed for the campaign aimed to address this, by creating physical outreach mechanisms (events, experiential) that would draw the attention of SMEs. Hands-on support was offered through the Google Juice Bar, a mobile service where SMEs could sit with a Google Advisor, learning how to use specific digital marketing and sales tools.

Objectives of the campaign.

The events campaign had three objectives:

- Make businesses in Wales aware of the support available from Google
- Get these businesses to attend a Google Juice Bar Session
- Once in a Juice Bar session, help them to make tangible progress with their online marketing





The target audience.

SMEs without an online presence are not necessarily eager to get online. 60% have never considered getting a website and 52% would not be prepared to pay for one. Once online, however,

85% used their website to acquire new customers, though only 1 in 5 knew how many visits their site received per month.

Wales has approximately 160,000 small, local businesses, with a level of digital literacy well below the national average. This made Wales the ideal target for a campaign looking to resource SMEs with skills and tools.

During our on-the-ground research, we broke our target into three groups:

- Those who did not have a website for their business and hadn't thought about it
- Those who wanted a website or had lost control of their website
- Those who had a website but were not using it effectively





Media or channels used.

Of the three groups outlined above, the first offered the biggest challenge to contact. Though they were often part of business networks, a sizeable proportion were not regular users of email (or any digital format). The other two groups were broadly engaged by a range of SME networks and newsletters (as well as social media to a lesser extent).

This challenge lent itself to physical outreach. Google decided to target locations of high footfall, such as international rugby games as well as low volume, high-impact experiential marketing, targeting business services with large SME client bases.

The proposal to the latter was delivered as a box of cupcakes, with a personally addressed letter, positioning the campaign as something that could be passed on to their customer base to add value to that relationship.

The direct outreach campaign was backed up by a simple, step-by-step content (literature, EDM's, Social) that kept information digestible and calls to action direct. Once driven to dedicated landing pages, users were encouraged to take action and 'Book a Session'.



The Google Juice Bar took over a range of locations, in areas of high business density, with good transport links. Each session lasted 40 minutes with 20 minutes allowed for over-run. Relatively early in the campaign it became clear that CRM was key to making the sessions useful. Reminding users to bring log-in details for online services and prompting them to advocate the service once a session completed.

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Timescale of the campaign.

The campaign ran from 6th March 2012 until 27th May 2012, with the month prior to launch dedicated to PR and teaser campaigns.

Budgets.

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



Results - in whatever form is available.

The events campaign resulted in a range of impacts including:

- 420k+ people reached and educated through our content
- 20,000 pieces of (bi-lingual) literature distributed across Wales
- 1600+ Welsh SMEs trained by GWBO

Research into the impacts on customers gave the following insights:

- 84% of respondents came from companies with 1-5 employees
- Staff at the Juice Bar received an average rating of 9.14 out of 10 from users
- This was reflected with plenty of positive commentary on Social Networks