



Category number: 22

Category name: B2B marketer of the year

Name: Ashleigh Casner

Job Title: Director of Marketing

Company name: Huddle

Summary Page: 177 word count

Ashleigh Casner, Director of Marketing, Huddle

Since its launch, enterprise content collaboration company Huddle has experienced exponential growth and tripled in size year-on-year. The most successful year in Huddle's history thus far, 2011/2012 saw four quarters of record growth and sales to enterprise customers increasing fivefold. To achieve this in a challenging economic environment and crowded marketplace, Huddle has had to be creative in its marketing, sales and operations. The company has leveraged innovative technology and services to drive 'hockey-stick' growth in marketing and sales. As Huddle's Director of Marketing, Ashleigh Casner is primarily responsible for driving inbound marketing at Huddle and has pioneered and driven the company's innovative growth plan. Ashleigh has ensured that every dollar invested in marketing has produced positive financial results and she has reshaped Huddle's traditional marketing and sales tactics to keep Huddle ahead of its competitors. Ashleigh has also been instrumental in increasing Huddle's brand awareness against its competitor Microsoft SharePoint and helped successfully position it as the world's number SharePoint alternative. For Ashleigh, ROI is vital and she has proved this every step of the way.

Main Submission:

About the candidate:

As Huddle's Director of Marketing, Ashleigh is responsible for driving inbound marketing. Her responsibilities include overseeing Huddle's digital marketing and marketing automation strategy, as well as bridging the gap between marketing and sales. Ashleigh joined Huddle as online marketing manager and, due to her passion, 'never-say-never' attitude and contribution to the business, Ashleigh's role within the business has grown and she has been rapidly promoted to her current position.

In her 26 months at Huddle, Ashleigh has worked tirelessly to develop and refine processes that ensure the sales team receive quality leads and the marketing team can track leads that come into the business. When Ashleigh joined Huddle, customer, marketing and sales data all lived in separate systems. Ashleigh has succeeded in integrating Salesforce, Omniture, and Huddle's internal databases to provide full visibility of the entire funnel. This includes tracking the total cost per lead by channel through to the total leads converted into opportunities and bookings by sales.

Proving that innovative new cloud companies can take on established technology goliaths, Ashleigh has been instrumental in increasing Huddle's brand awareness against Microsoft SharePoint and helped successfully establish Huddle as the number one SharePoint alternative.

Prior to joining Huddle, Ashleigh worked for successful start-ups Service Magic and eToys. She was directly responsible for online marketing and new customer acquisition, she played a key role in the run up to ServiceMagic's acquisition by IAC, the owner of web sites such as Match.com and Ask.com. Ashleigh studied in Denver, Colorado, where she obtained a BSc in Business Finance.

What brand do they work for?

Huddle is an intelligent content collaboration platform for the enterprise. The platform is revolutionizing enterprise content management by enabling organizations to store, discover, share and work on content with others securely in the cloud.

Huddle works with more than 100,000 organizations worldwide. These include 80% of the Fortune 500, 75% of UK central government departments and brands such as Diageo, Kia Motors, Proctor & Gamble.

The key challenges faced by Huddle are the crowded marketplace and the big technology goliaths, such as Microsoft, that dominate the enterprise software space. Huddle positions itself as the number one alternative to SharePoint with its key differentiators being:

- Intelligent technology
- External collaboration
- Lower Total Cost of Ownership (TCO)
- True Uptime™ money-back guarantee
- User adoption money-back guarantee
- Mobility



Three significant career achievements:

- Implemented state-of-the-art marketing automation software enabling Huddle to increase sales revenues by 3x, increased lead conversation rates by 48% and decreased CPA by 22% at Huddle
- Increasing Huddle's Twitter followers from 1,500 to 20,000 in 6 months via twitter ads in beta
- Taking ServiceMagic to acquisition. Developed digital marketing strategy responsible for driving companies revenues by selling qualified leads

Achievements in the past 12 months:

Joining Huddle in 2010, Ashleigh discovered that the marketing and sales teams were operating as completely independent entities, duplicating effort, Marketing was spending money without tracking ROI, sales were frustrated by quantity of leads and measuring the customer journey was nearly impossible.

Ashleigh was confident that implementing a sophisticated marketing automation platform would consolidate Huddle's software systems and eliminate time consuming processes such as manually loading leads into Huddle's CRM system. Additionally, this platform would enable Huddle's marketing team to increase revenues and decrease its cost by having tools to measure ROI and KPI's through every step of the marketing and sales funnel.

In six months, Ashleigh implement the platform and deployed new lead follow-up procedures, including a one hour SLA with sales, whereby all inbound are follow-up within one hour of them being assigned.

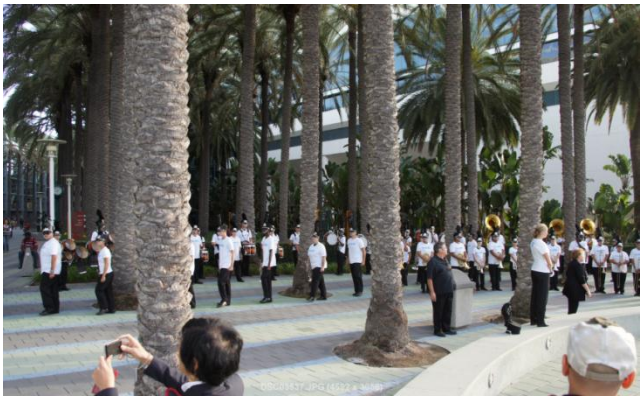
The platform enabled marketing to deliver leads to the sales team instantly, track where leads were in their buying cycle, and what marketing channels were producing the best results. The team saw a 48% increase in leads accepted by sales as well as a decrease of 22% in overall CPA.

Creative or original thinking tackling marketing challenges:

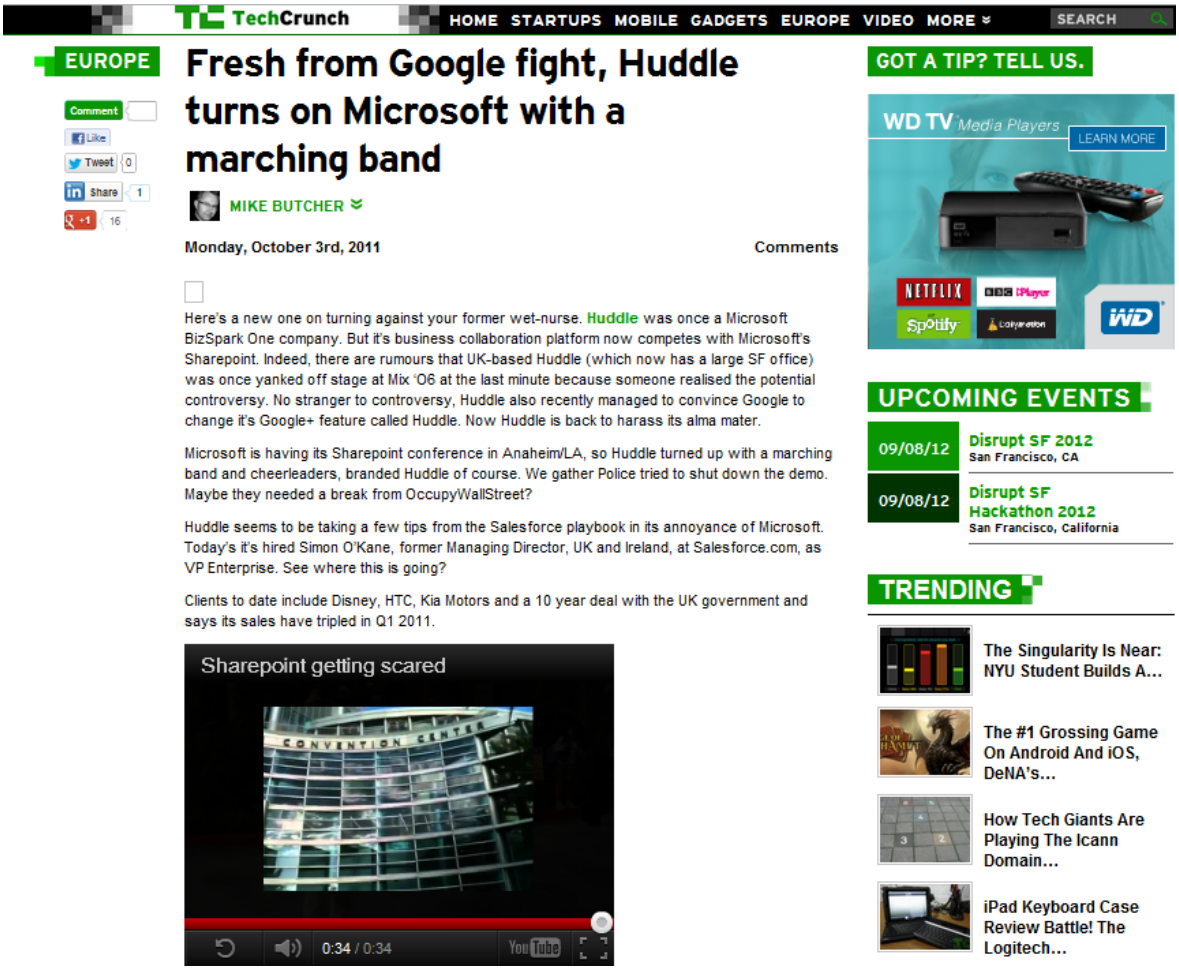
Reviewing data captured by Huddle's new automation system, the marketing team discovered they were consistently receiving leads and bookings from SharePoint-related search queries. Leveraging this information, Ashleigh organized an integrated marketing campaign, which centred around a guerrilla stunt that took on Microsoft on its own ground – the Anaheim SharePoint conference. A 130 person marching band stormed the conference and the stunt coincided with billboards, digital banners and targeted microsites. Huddle received positive feedback from conference attendees, press and industry analysts while also seeing a 33% increase in web site traffic.











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Fresh from Google fight, Huddle turns on Microsoft with a marching band

MIKE BUTCHER

Monday, October 3rd, 2011 Comments

Here's a new one on turning against your former wet-nurse. Huddle was once a Microsoft BizSpark One company. But it's business collaboration platform now competes with Microsoft's Sharepoint. Indeed, there are rumours that UK-based Huddle (which now has a large SF office) was once yanked off stage at Mix '06 at the last minute because someone realised the potential controversy. No stranger to controversy, Huddle also recently managed to convince Google to change it's Google+ feature called Huddle. Now Huddle is back to harass its alma mater.

Microsoft is having its Sharepoint conference in Anaheim/LA, so Huddle turned up with a marching band and cheerleaders, branded Huddle of course. We gather Police tried to shut down the demo. Maybe they needed a break from OccupyWallStreet?

Huddle seems to be taking a few tips from the Salesforce playbook in its annoyance of Microsoft. Today's it's hired Simon O'Kane, former Managing Director, UK and Ireland, at Salesforce.com, as VP Enterprise. See where this is going?

Clients to date include Disney, HTC, Kia Motors and a 10 year deal with the UK government and says its sales have tripled in Q1 2011.

GOT A TIP? TELL US.

UPCOMING EVENTS

09/08/12 Disrupt SF 2012 San Francisco, CA

09/08/12 Disrupt SF Hackathon 2012 San Francisco, California

TRENDING

The Singularity Is Near: NYU Student Builds A...

The #1 Grossing Game On Android And iOS, DeNA's...

How Tech Giants Are Playing The Icann Domain...

iPad Keyboard Case Review Battle! The Logitech...

Contribution to the wider marketing or business community

Ashleigh launched MarketingTank – a networking event aimed at established Marketing professionals. The event provides marketers with a chance to network in a sales free environment in London, New York and San Francisco.

Additionally, Ashleigh has spoken about Huddle's successful marketing automation strategy at a number of industry events, focusing on how to bridge the gap between sales and marketing. Two key events were the Aprimo Marketing Summit in Las Vegas and the BtoB marketing automation webinar series.

Impact on personnel within the organization

Ashleigh has aligned the marketing and sales team, which enabled Huddle to triple its sales in 12 months. Ashleigh has successfully broken down sales and marketing silos making the marketing team a vital financial powerhouse for Huddle, delivering 90% of sales bookings from marketing produced leads.

What others say

"Ashleigh is one of a kind. She has no fear! She has single handily built our entire process for lead generation and nurturing, and brought marketing and sales together. She is one of the most valuable assets that Huddle has got." Zuzanna Pasierbinska-Wilson, VP of Marketing at Huddle

"Huddle continues to be a fast growing entity and Ashleigh's vision and ability to execute are major contributors to this. She has also been a contributor to the marketing community at large. She has participated in webinars and key exec advisory councils while also serving as a spokesperson for marketing and marketing technology at multiple events." Jeff Chamberlin VP Global Sales Enablement at Aprimo

"I have been very impressed by Ashleigh's creative ability. Most notably, her "Marching band" campaign, where she pulled together a marching band that paraded outside Microsoft's annual Sharepoint conference. This stunt created a huge amount of buzz online as it was picked up by all the big blogs and news sites (E.g. TechCrunch)." Robin Cavonius, Account Manager – Google

Appendix:

Microsoft SharePoint Conference, Anaheim CA 2011 – Huddle takeover

Marching Band videos-
http://www.youtube.com/watch?v=DPrIWhox0uM&feature=player_embedded

http://www.youtube.com/watch?v=r_Ntlu9wTJU&feature=relmfu

http://www.huddle.com/resources/videos/huddle-vs-sharepoint-movie-trailer/

http://www.huddle.com/resources/videos/huddle-vs-sharepoint-interview/

Examples of integrated media: Huddle vs. MicroSoft SharePoint

