*Marketecture.
inspiring b2b marketing

B2B Marketing AWARDS 2012 FINALIST

B2B marketing AWARDS



ENTRY B2B MARKETING AWARDS 2012

THE B2B ZEITGEIST



CATEGORY NUMBER: 2
CATEGORY NAME: BEST USE OF DIRECT MAIL
PROGRAMME/INITIATIVE NAME: THE B2B ZEITGEIST
AGENCY: MARKETECTURE
BRAND OR CLIENT: MARKETECTURE
URL OR MICROSITE: B2BZEITGEIST.CO.UK / MARKETECTURE.CO.UK





SUMMARY

Our 'b2b Zeitgeist' DM campaign to promote the Marketecture brand continues to deliver tangible value nine months from launch.

It is this longevity in terms of lasting impact and measurable ROI which we believe makes this campaign truly award winning. A highly targeted audience, an insightful and engaging content bait piece, integrated digital and social media activity and a 2360% ROI equating to C300k in new client revenue - results we hope support our case.

ABOUT THE CLIENT COMPANY

Marketecture is an integrated b2b marketing communications agency based in Manchester. Established in 2003, the agency has grown year on year and now employs 25. Marketecture has a diverse client base, with a particular focus on technology, telecoms, business services, publishing, construction, transport and distribution.





STRATEGY

BROADER BUSINESS ISSUES THE COMPANY IS FACING

Marketecture's business strategy was realigned in FY2011/12 to shift focus from primarily targeting SMEs towards blue chip corporates. Our objective for this campaign was to therefore raise Marketecture's profile amongst this 'new audience', whilst demonstrating Marketecture's creativity and strategic insight; positioning the agency as a b2b marketing thought leader.



CAMPAIGN OBJECTIVES

Raising brand awareness, positioning as a credible b2b agency partner and initiating a lead nurturing programme were the key campaign objectives.

Furthermore, it was considered essential to demonstrate our ability to deliver value through intelligent, thought provoking content and engaging design.

CAMPAIGN TARGET AUDIENCE

The primary target audience comprised mid to senior in-house b2b marketers in key cities and business zones (i.e. Winnersh Triangle) across England, with particular focus on Marketecture's key sectors.

Audience challenges:

- Creating cut-through to gain attention from a notoriously time poor audience, who are regularly bombarded with agency DM (noise).
- Competing for attention is compounded by the difficulty of holding it – typical prospects are knowledgeable and well-practiced in marketing techniques.

MEDIA, CHANNELS OR TECHNIQUES USED

This desire to achieve cut-through while encapsulating a sense of the 'now' gave birth to 'The b2b Zeitgeist'.

A compact digest of the moment. A visually arresting A to Z of contemporary marcomms trends, techniques and original opinions for b2b marketers.

A high quality format was specified to position the value of the content and clearly distinguish the communication from more 'lightweight' agency promotional DM.

DM objective = to deliver a high impact impression even before the communication is digested for full effect.

Key attributes:

- Eye-catching, edgy visual creative to appeal to individuals with an appreciation for design and production.
- A4, perfect bound and hard back versions of the 120 page 'book'; its weight and finish conferring an intuitive sense of worth.
- Easily digestible, encouraging interaction through quirky three dimensional inserts (see sample) e.g. 3D glasses and 3D images.
- Personalised with handwritten 'This book belongs to _____' on inside front cover.

A TRULY INTEGRATED CAMPAIGN

1. DATA

Campaign data was purchased and then further qualified by our in-house telemarketers. The data was segmented into three tiers based on company size and DMU structure.

- Tier 1 – Senior b2b marketers in large corporates (Total 122 prospects)

  DM format: Hardback boxed piece (see sample) sent by courier.

  Call to action: Email address for additional copies for colleagues/microsite address to forward download on to colleagues/sign up to email newsletter.

- Tier 2 – Senior b2b marketers in mid-sized corporates (Total 370)

  DM format: Paperback book version (in red bubble-foil envelope to reinforce Marketecture brand identity).

  Call to action: As for Tier 1.

- Tier 3 – Mid-level b2b marketers in large and mid-sized corporates (Total 460)

  DM format: Poster, doubling as Zeitgeist wall art with call to action on reverse (packaged in red tubes to reinforce brand identity).

  Call to action: Drive to microsite (www.b2bzeitgeist.co.uk) to download e-book version, or to register to receive a print version.

Each tier was distributed over a three week period, followed up by a personalised text email from Marketecture's Business Development Director. Emails were distributed via Marketecture's dotMailer email marketing system to facilitate tracking of conversion metrics.

A TRULY INTEGRATED CAMPAIGN

2. MICROSITE

An e-book was made available as a free download via (www.b2bzeitgeist.co.uk) in exchange for registration (name, job title, company name, address and email), or a payment with a Tweet. The microsite acted as a hub for all pull activity.



A TRULY INTEGRATED CAMPAIGN

3. PR, SOCIAL MEDIA AND 'FREE RIDES'

- We introduced a sub-strategy to identify and engage with key targets on Twitter ahead of launch to generate anticipation.
- LinkedIn ads targeted at senior in-house b2b marketers (UK) – multi-variant message testing, e.g. 'Free guide', '2012 b2b marketing trends'.
- LinkedIn 'seed' activity amongst identified marketing 'groups' was requested of key contacts and clients who rated the book.
- Press release announcing launch to trade press – copy of book sent to key press (i.e. Joel).
- Programme of blogs adapted from Zeitgeist chapters and linked to relevant daily news stories over 12 week period post launch linking to Twitter and Facebook page promo.
- Focused PPC campaign based around identified b2b and marketing keywords and also around key marketing associations, publications and themes e.g. Marketing planning, branding.
- Promotion in Marketecture b2b bitesize email.





The B2B Marketing team enjoyed a read of the Zeitgeist and tweeted their appreciation.

CAMPAIGN TIMESCALES

The campaign was conceived as an agency-wide initiative to encourage the whole Marketecture team to knowledge share and get knees deep in the latest b2b thinking.

See Appendix 1: Team Testimonials.

THE MASTER PLAN

	May 2011	June	July	Aug	Sept	Oct	Nov	Dec	Jan 2012
Strategy and planning									
Concept development									
Research									
Copywriting									
Creative development									
Design & artwork									
Data qualification and segmentation									
Microsite development									
Phase 1 - mail out									
Phase 2 - follow-up emails									
Twitter awareness campaign									
PR activity									
Social media campaign									
LinkedIn campaign									
PPC campaign (Google)									
E-newsletter promo									
Zeitgeist specific blog campaign									
Tracking									
Campaign analysis to date									ongoing
ROI calculation to date									ongoing

RESULTS

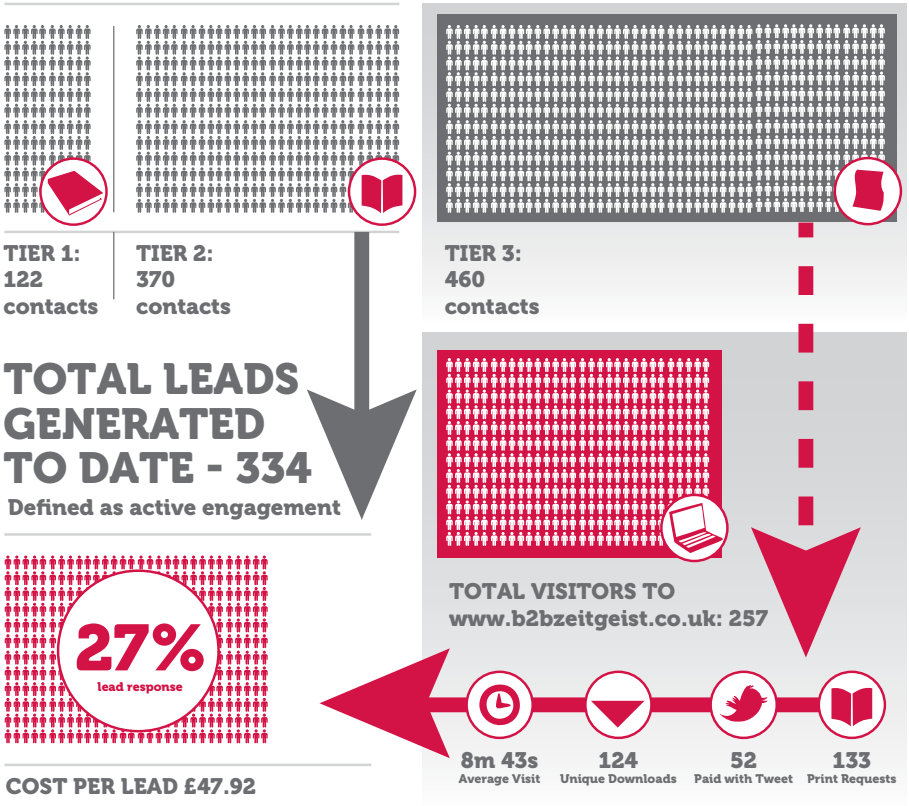
The campaign has so far delivered a phenomenal return on investment and continues to do so, as well as some lovely intangibles.

See Appendix 1: Marketecture Team Testimonials and Appendix 2: External Testimonials.

Total campaign cost:

£12,316

TOTAL CAMPAIGN UNIVERSE - 952 PROSPECTS



TOTAL LEADS CONVERTED TO DATE - 28

Defined as a meeting request, opportunity to pitch or new client

£439.85
Cost per lead conversion

14
Additional clients in advanced pipeline

TOTAL BILLED VALUE TO DATE:

£290,769

An ROI of: 2360%

For complete results see Appendix 3: Detailed Results.

BUDGETS

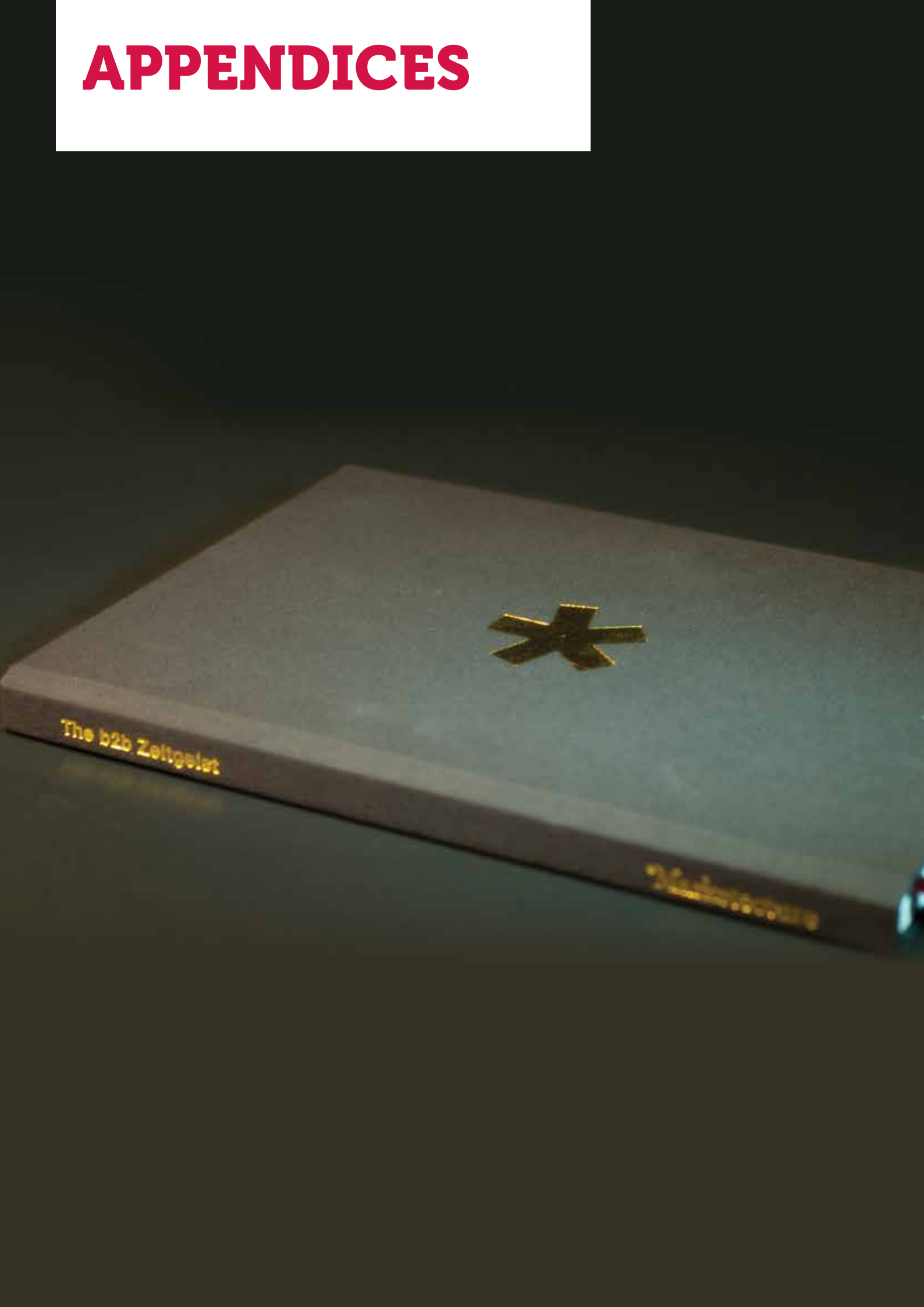
This was essentially a low development budget campaign with a high production and distribution budget.

Data purchase	**£780.00**
Research, content and copy	**N/A** (in-house)
Design/Artwork/Development (microsite)	**N/A** (in-house)
Print and finishing – A4 books (500 total)	**£7000**
Packaging for books and mail out	**£1600**
Print – A2 posters (500)	**£730**
Pizza!! (for team)	**£400** (over project duration – yes honestly!)
Postage and courier deliveries	**£1806**

TOTAL: £12,316



APPENDICES



APPENDIX 1

MARKETECTURE TEAM TESTIMONIALS

"Creating the Zeitgeist was an obvious opportunity to flex our creative muscles to an extent that typically may not be appropriate for all our clients. Importantly though, it was also an opportunity to craft our ideas on contemporary marketing and conceptual design and present them in a way that resonated, inspired positivity and generated a response. The process of creating the Zeitgeist also allowed the entire agency team to collaborate in an unprecedented and meaningful way. The nature of the content meant that all facets of the business had to collaborate in creating the themes, concepts and words. Often this naturally meant the creative ideas were spawned organically during the process. Ultimately, I believe the Zeitgeist augmented Marketecture as much as it informed our clients and recipients."

Anthony Jones, Head of Creative

"The Zeitgeist campaign started off as a simple concept for a DM campaign. However, the journey the whole team went on in creating a piece of work that we are really proud of gave the process an added dimension. The proof of the pudding was in the impact and I can honestly say we have been astounded by the positive feedback we have received. This campaign has helped us to open doors we haven't been able to in the past – genuine quality leads from warmed-up engaged prospects. The book is also a great conversation opener at such new business meetings and continues to be an intelligent and quirky expression of our brand essence – serious b2b fun. We're already mid-way through planning our next major content DM campaign – such was the phenominal impact of this campaign in terms of commercial return. This campaign has truly transformed our business."

Max Clark, Commercial Director

"With a busy agency workload, it's sometimes hard to find the time to delve deep in emerging technologies and ways of working. Writing several of the sections on the Zeitgeist was a really good opportunity for my team to not only find out about some of the very latest online developments, but also the act of translating what, in some cases was very technical concepts, into easy-to-understand, client-friendly copy."

Jasper Ditton, Head of Digital

"Once the Zeitgeist had landed on prospects' desks I saw the impact in-house almost immediately. The number of incoming leads increased and the pitch and proposal work went crazy – there was a real buzz around the office because this DM piece was really working! It was the quality rather than the quantity of leads that came in that was important to us – quality in terms of the big names and those that were on our wish list. With my current clients, the Zeitgeist became a conversation starter on phone calls and in meetings, which was great as it gave them the confidence that we were ahead of the game, and more importantly freely sharing our knowledge of the latest marketing and digital trends."

Emma Oliver, Account Manager

APPENDIX 2

UNPROMPTED TESTIMONIALS

"Many thanks for your B2B Zeitgeist. It was very interesting and creative. It provides a good insight into the capabilities of your agency – which appear to be broad. Definitely caught my eye and made me read on. Please let me know next time you are down South and we'll grab a coffee."

Campaign Manager, Azzurri Communications Ltd

"Thank you so much for The B2B Zeitgeist you sent me - I love it! I was telling my boss how good it was yesterday. Haven't had chance to read it all yet but the whole office have been looking at the 3D Yoda!"

Online Marketing Manager, Edenred

"I just wanted to drop you an email to say thanks for the Marketecture coffee table book. I started to look at it at the weekend and it looks like it will be a very interesting read. I already learnt a few things just from the first few pages. My son also loved the 3D glasses and the picture of Yoda – even if he did keep trying to reach and stroke Yoda whilst saying "baby"!!!! I think I need to teach him the ways of the force!"

Marketing Manager , Group NBT

"Well... WOW! Thank you for sending me a copy of your B2B Marketing Zeitgeist. This truly does look like a labour of love and a work of art. I have only had a brief flick through so far so haven't delved into the content but I can see that there's lots in there which I'm looking forward to reading. But, I'm afraid I'm not going to follow your instructions though as I feel a cup of coffee might not do it justice – I think a glass of wine will be much better suited to accompany my perusing. Following our chat just now, it won't come as a surprise to hear that a redesign of our website is still high on my list of priorities. I'm planning on getting the brief written in December ready for pitches early next year and you will be on my agency shortlist."

Marketing Communications Manager, West Control Systems

"After receiving a very good piece of DM from you today, I would like to add you to my professional network on LinkedIn."

Head of Commercial Marketing Europe, Premier Farnell

"Having been out of the office on a very hectic week, today I've received Zeitgeist. Thank you very much for this and congratulations on a very clever, attention-grabbing piece of direct marketing! Let's talk soon to see how you might be able to help us! Kind regards."

Head of Marketing, EEF-The Manufacturers' Organisation

APPENDIX 2

UNPROMPTED TESTIMONIALS (CONTINUED)

"What a very nice surprise was waiting on my HTC desk in Slough yesterday. Very interesting content that 'tickles your imagination'. Thanks very much! It's nice to see agencies practise what they preach and deliver excellent direct mail concepts – a really great piece."

UK and Ireland Channel Marketing Manager, HTC

"In terms of direct mail this is what I want to receive – something that genuinely adds value rather than spouts hyperbole at me. The whole package just works and the excitement of receiving a priority parcel didn't wane when I opened up 'the box' as the contents were even more impressive. I need to work with an agency that thinks in a 360 degree way like this."

Global Marketing Manager, Printsoft

"Thank you for sending through a copy of the Zeitgeist – my colleagues and I have been fighting over it! Please could we have three more copies for the team? As agency DM goes it really is the best thing we've received in ages."

Marketing Manager, Cogent SSC

"I don't think I've ever spent hours pouring over a piece of direct mail, let alone put it on a bookshelf! Your b2b Zeitgeist really grabbed our attention – it looks fab, is full of really intriguing stuff and has definitely piqued our interest in your services. I would like to see what you can bring to the table in terms of our own DM (and PR and content strategy) – could you drop me a line?"

Commercial Development Manager, Palletline

"The copy of your B2B Zeitgeist finally found its way over to me here and is a very impressive and interesting read – definitely one I will keep! As you can guess, budgets are tight, but maybe we should meet for a coffee after the Christmas period?"

Head of UK Marketing, Vertex Data Science

"Just a quick note to say a massive thank you for my copy of the Marketecture Zeitgeist, it arrived this morning. I downloaded the PDF a few weeks ago, but was never expecting a hard copy (I must have missed something in the small print). It really is an excellent publication and a pleasant surprise as well."

Market Manager, Tremco Illbruck

APPENDIX 3

DETAILED RESULTS

Results analysis	Conversion point and measure	Evalutation
Lead analysis. Total leads generated over specified campaign period (October 2011 to end January 2012).	Lead is qualified as an active engagement with the b2b Zeitgeist promotion.	**Total leads to date:** 334 out of total of 952 prospects (27% response) **Cost per lead:** £47.92
Total lead conversions. (October 2011 to date).	Lead conversion is qualified as a meeting request or opportunity to pitch as a result of the Zeitgeist promotion.	**Total leads:** 28 **Cost per lead conversion:** £439.85
Total billable value of lead conversions to date.	Total billable value of lead conversions is equal to the amount of agency revenue attributed to new clients gained as a direct result of the campaign activity.	**Total billable value of lead conversions to date:** £290,769 **New trading clients accounting for this revenue so far include:** • These details were provided to judges in the original submission but are commercially sensitive and therefore confidential **Total number of additional clients in advanced pipeline:** 14
Brand awareness.	Site visitors to www.b2bzeitgeist.co.uk. Google Analytics – Unique visitors to site and average time spend on-site.	**Total visits:** 257 **Unique visitors:** 226 **Returning visitors:** 32.29% **Average time spent on page:** 8 minutes 43 secs
	Number of requests for print copy from www.b2bzeitgeist.co.uk.	**Total print copy requests from microsite:** 133
	Number of downloads of e-book from www.b2bzeitgeist.co.uk.	**Total unique downloads:** 124
	Pay with a tweet from www.b2bzeitgeist.co.uk.	**Total pay with a tweet:** 52
	Site visitors to www.marketecture.co.uk referred from www.zeitgeist.co.uk (taken from Google Analytics).	**Total referred visits:** 33 Of these visitors – 8.6 pages per visit were explored which equates to almost 200% of running site average). Visit duration similarly was almost double the average site visit duration time.

APPENDIX 4

POSTER DM VISUAL



Format: A2 portrait. Matt silk.

APPENDIX 4

POSTER DM VISUAL (REVERSE)

'Zeitgeist' - n - The spirit, attitude, or general outlook of a specific time or period.

Our b2b world is changing around us. And to just stand still as marketers, we need to keep moving like never before.

As marketing professionals we know we need to continually evolve to survive - fact. We need to embrace the new technologies, new attitudes and new buyer behaviours which are shaping our future landscape right now. We do so, or we die (metaphorically speaking of course). Indeed, time stands still for no marketer. Yet here at Marketecture we decided it was time to take a moment to pause for thought. A short breath, to consider where things are at, and more importantly, to take stock and think about where things are heading. In doing so, we came up with 'The b2b Zeitgeist' - our very own attempt to capture a snapshot of the 'spirit of the b2b marketing age' we are all caught up in. And what's more, we are offering FREE hard copies of the guide to the first 250 marketers who contact us. Taking you on an A-Z journey of all things b2b that we believe should be on the radar of any serious marketer, we hope this guide to what's currently marketing 'hot' will stimulate your appetite for more information and inspiration.

To secure your own free copy of The b2b Zeitgeist, or to download the e-book, visit www.b2bzeitgeist.com or email b2bzeitgeist@marketecture.co.uk

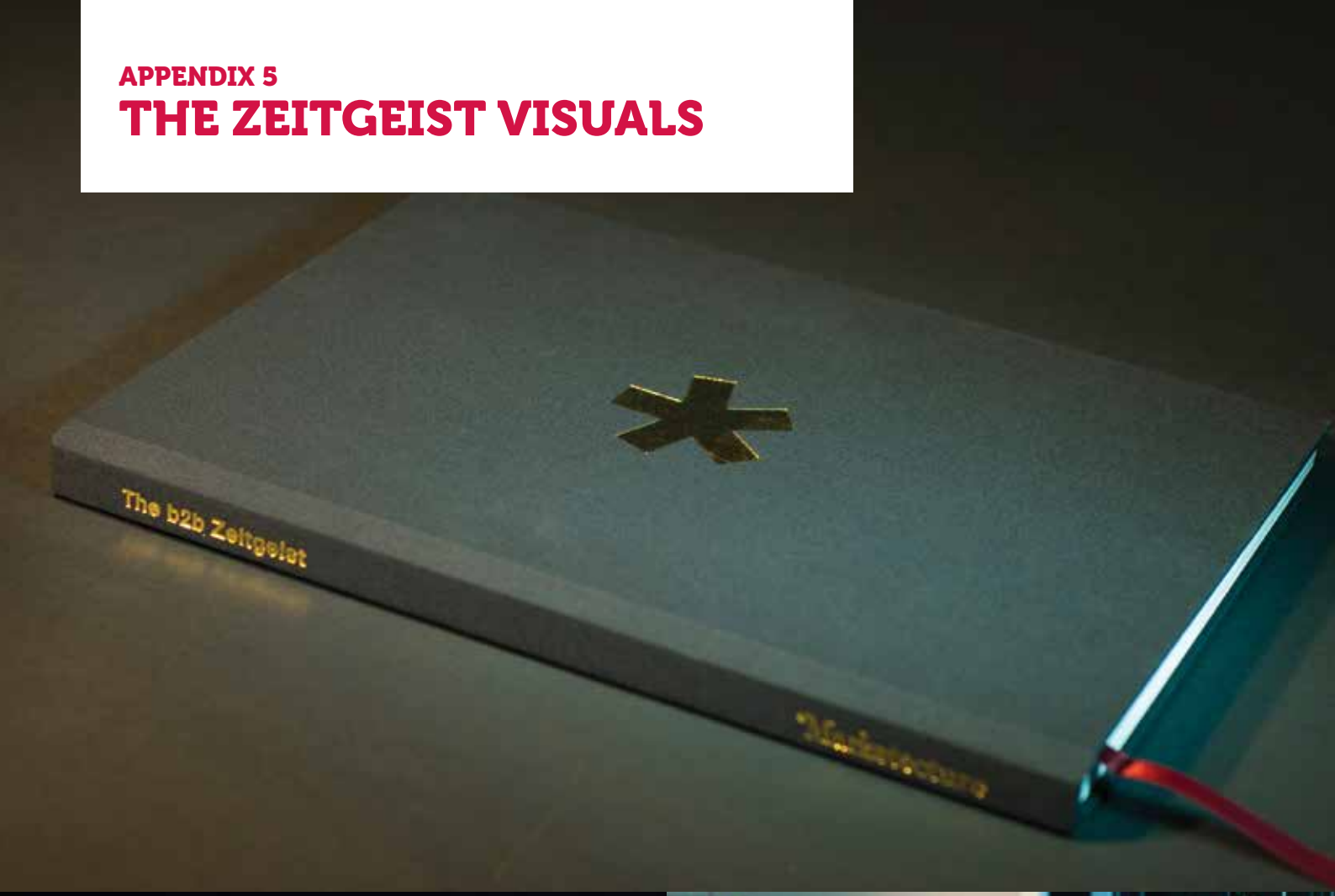


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Marketecture is a specialist b2b marketing agency with an award-winning track record in delivering outstanding results for a range of international and UK-based clients. Driven by a desire to deliver commercially creative ideas to get our clients noticed in their own markets, we aim to balance seriously good service, with a fun approach. Serious things like ROI metrics, marketing automation and insightful data analysis. And fun things like working with our clients to develop great new ideas, campaigns and products which make a serious impact on the bottom line. Interested in learning more about our unique approach to serious b2b marketing fun? Visit: www.marketecture.co.uk

APPENDIX 5

THE ZEITGEIST VISUALS

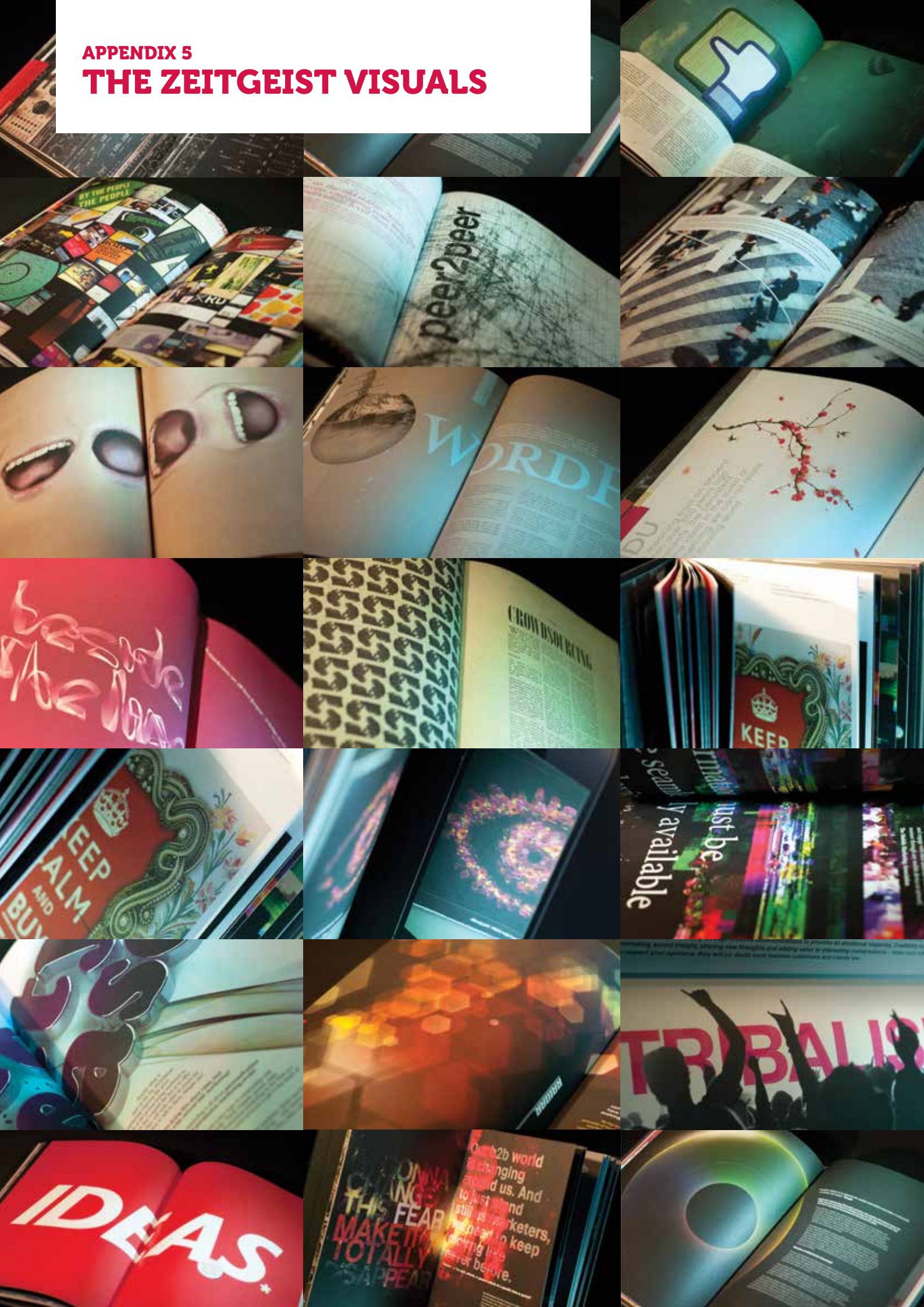






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