B2B Marketing Awards 2012

Category number	21
Category name	Best lead nurturing campaign
Programme/initiative name	Cyberconfidence
Agency	The Crocodile Integrated Marketing
Brand/Client	CSC
URL/Microsite (if applicable)	www.cyberconfidence.co.uk

Category outline/criteria:

Category 21: Best lead nurturing campaign
This category focuses on activity used to develop a cold lead into a warm prospect. Where appropriate, submissions must specify the organisation's lead scoring criteria to explain how a lead was quantified and the use of technology, such as CRM and/or marketing automation solutions, to enable this process. Different forms of content used as part of the lead nurturing process must also be identified, and the structure and schedule for the provision or distribution of this content must be explained. Finally, the submission must identify at what point the lead was passed over to sales, and how it was qualified as 'sales-ready'.

Summary

Global IT services and solution provider **CSC** approached **The Crocodile** to develop a campaign to promote its cybersecurity solutions to IT security decision-makers within enterprise-level organisations. The campaign needed to:

- **Promote CSC's cybersecurity expertise**
- **Develop a pipeline of warm prospects from cold data**
- **Drive cybersecurity revenue opportunities for CSC and its vendor partners**

The solution was a **multi-channel lead nurturing campaign**, devised and implemented by The Crocodile, which:

- Transformed cold prospects into **sales-ready opportunities** (SRO) through content-rich communications and **trigger-based nurture programmes**, built on a **marketing automation platform**
- Created **a new go-to-market proposition** – CYBERCONFIDENCE – putting business confidence and reassurance at the heart of CSC's cybersecurity messaging, avoiding a 'fear, uncertainty, doubt' approach used by other providers
- Engaged a diverse audience, **delivering timely, relevant content** to build trust in CSC and nurture engagement over time
- Utilised a range of marketing channels including **email, social media, banner advertising, search marketing and DM** to engage multiple types of cybersecurity decision-maker
- Featured an **online resource hub** at www.cyberconfidence.co.uk

The CYBERCONFIDENCE campaign has helped to deliver:

Details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

[MAIN SUBMISSION]

About the client company

Who are they? What do they do? What industry do they operate in? What's their history?

CSC is a global leader in technology-enabled business solutions and services, with 98,000 employees worldwide.

As part of its cybersecurity strategy in the UK, CSC formed a partnership with digital cybersecurity specialists RSA and Symantec.

Strategy - broader business issues the company is facing

What issues or challenges did the organisation face?

Hard to reach audience
Cybersecurity is an emerging discipline without a clear home on the organisation chart. Responsibility falls within IT, security, compliance, risk and other departments. Decision-makers in these departments are difficult to reach.

Building trust
Cybersecurity is a highly sensitive enterprise-level subject. CSC needed to go to market with impact and authority, yet with a calm and measured disposition.

Cybersecurity awareness
CSC's brand is recognised by most enterprise organisations, but their cybersecurity expertise is less well known in the UK.

Unconventional messaging
Focusing on how effective cybersecurity actually makes enterprises more open and agile, went against market convention, which focused on FUD (Fear, Uncertainty, Doubt) messaging.

Objectives of the campaign

How did this campaign aim to address this and add value to the business on a more general level?

OBJECTIVE FOR THE CYBERCONFIDENCE CAMPAIGN:

- Promote CSC's cybersecurity expertise
- Develop pipeline of warm prospects from cold data
- Drive cybersecurity revenue opportunities

To be achieved through a nurturing campaign that would:

- Uncover and identify cybersecurity decision-makers
- Position CSC as a cybersecurity specialists and trusted advisor
- Develop IT security decision-maker interest through timely delivery of high-level cybersecurity material

The target audience

Who was the campaign designed to appeal to? What particular issues are there associated with appealing to this particular audience?

Decision-makers

- CISO (Chief Information Security Officer), CIO and other senior IT security decision-makers. Interested in:
    - Ensuring the enterprise is 'cybersecure'
    - Taking a 'confident' rather than 'fortress' approach to cybersecurity
    - Avoiding high-profile breaches of security

Organisations

- FTSE 350 enterprises
- Other non-listed large UK enterprises

Size of targeted pool of cold data

- 860 individuals in 585 organisations

Media, channels or techniques used

This focuses on the campaign itself. What was the mix of media? Why was this chosen? What was the mechanic? Was there an offer? How did this respond to the challenge of communicating with the target audience?

A content-led approach offered access to cybersecurity assets of real business benefit, helped educate prospects and developed CSC's position as trusted cybersecurity advisor.

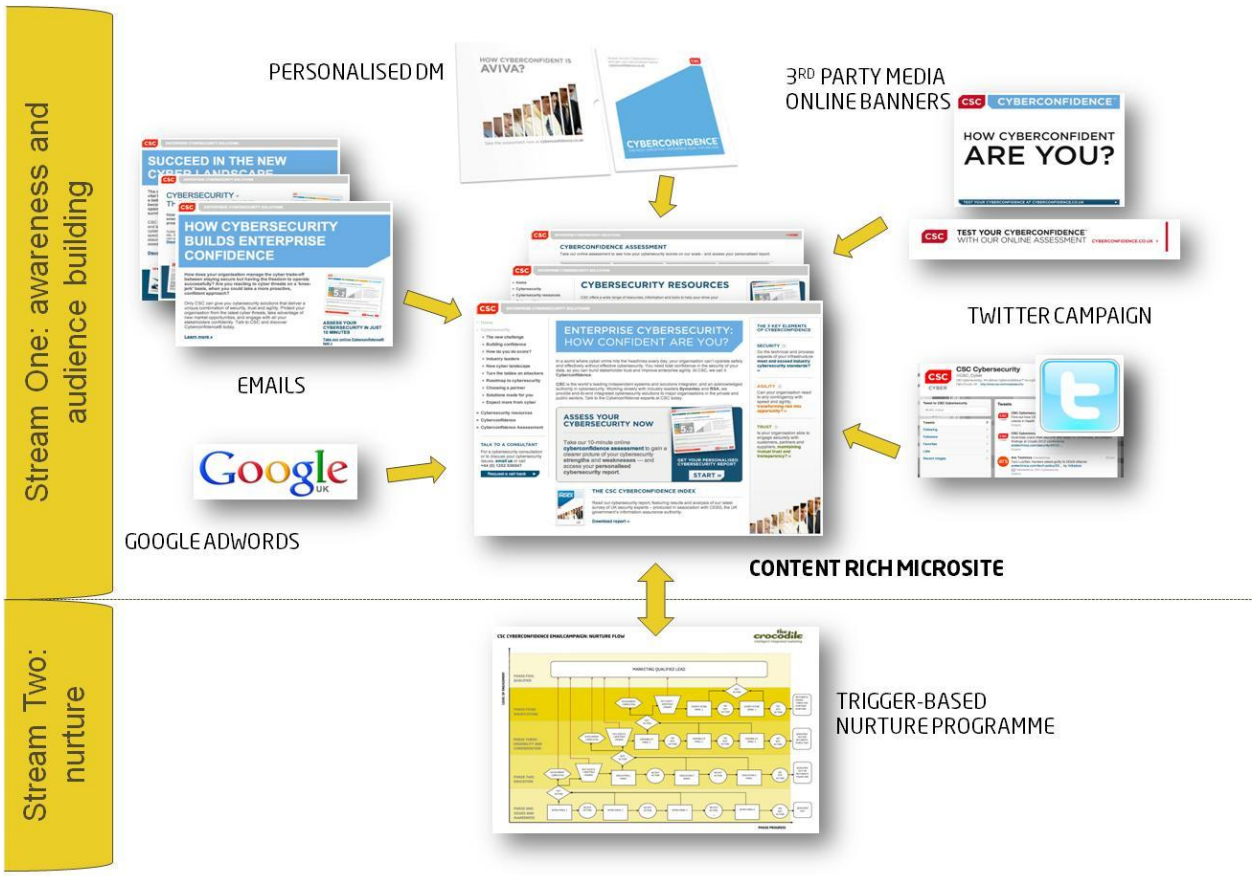
A variety of channels were used to cater for the various job roles targeted: offering content the audience wanted, through channels prospects wanted to use.

The campaign had two streams, running concurrently:

1. Stream One – Awareness, audience building

Introduced Cyberconfidence, positioned CSC as cybersecurity specialist, promoted engagement with microsite resources, prospect identification through data capture

- **Known prospects** from purchased lists received highly engaging and **personalised DM** and follow up **emails**
- **Incremental prospects** developed through **banner adverts, Twitter** and **Google adword** campaign – digital channels enabled impactful promotion of resources and easy navigation to the microsite



2. Stream Two – Nurture and dialogue (see appendices for nurture flow diagrams)

Prospect profiling, qualification through trigger-based nurture campaign, building pipeline of warm prospects



Trigger-based emails

- Prospects who accessed assets entered a trigger-based email programme
- Prospects received communications, based on how they responded to previous email, on related cybersecurity topics
- Engagement level increased through four phases:
    1. Issues and awareness – general cybersecurity issues and guidance
    2. Education – cybersecurity advice and information
    3. Credibility and consideration – CSC's solutions and credentials
    4. Shortlisting – why CSC
- A prospect moved through the phases by engaging with key calls to action on each communication. Activity on the microsite was tracked and scored to build sales profiles and lead scores for prospects.

MICROSITE: WWW.CYBERCONFIDENCE.CO.UK

The microsite contained a wealth of cybersecurity information, central to the nurture campaign:

- **CYBERCONFIDENCE assessment –** detailed cybersecurity questionnaire measuring and scoring an organisation's CYBERCONFIDENCE. Users received a **personalised** PDF report on completion.
- **Resources:**
    - Videos and webinars
    - White papers on various cybersecurity topics
    - Case studies and articles

TECHNOLOGY-LED CAMPAIGN MANAGEMENT

Built on a Pardot marketing automation platform, the campaign set-up, management and tracking was centralised and enabled:

- Real-time notification and dashboards of campaign activity – giving visibility to sales teams
- Development and execution of a trigger-based email campaign
- Integration of Twitter and Google adword campaigns

LEAD SCORING

A lead scoring methodology was devised jointly between The Crocodile and CSC sales and marketing, to agree upfront what constituted a sales-ready opportunity. The methodology attributed scores to key campaign actions. User journeys were tested to ensure scores would reflect the level engagement required for a SRO.

Scoring considered the importance of assets and web pages and was weighted accordingly.

Campaign nurturing scoring:

Action	Score
Click from email onto microsite page	2
Visit web page	5
Visit key web page	7
Start online assessment (but don't complete it)	15
Complete online assessment	50
Download asset	10
Download key asset	12
Sales-ready opportunity qualification	**50**



CAMPAIGN DEVELOPMENT AND EXECUTION

The Crocodile developed the CYBERCONFIDENCE campaign from concept through to implementation:

- Created the CYBERCONFIDENCE go-to-market concept
- Devised and built the online assessment and microsite
- Sourced and managed the marketing automation platform
- Built and implemented the nurture model
- Wrote, designed and built all campaign elements, including emails, DM, Twitter campaign and Google adwords

POST-NURTURE ACTIVITY

A third non-nurture-based stream supported sales further by converting SROs and existing prospects through to RFP or pipeline stage via a series of invitation-only events.

Timescales of the campaign

This section must explain which activities happened when – eg. research, planning, phase 1, phase 2, follow-up, reporting analysis.

September 2011 to April 2012

Budgets

Information provided must include break down of media and other marketing resources purchased and agency fees.

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

Results

This section is crucial – if information is commercially sensitive, percentage figures for targets hit and ROI attained are acceptable. Content must explain which measurement technique was being used and why – eg. brand awareness, leads generated, size of pipeline etc.

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Client testimonial

A direct quote from a marketing decision maker involved in the project, confirm its success and achievement of objectives, and ideally why it is worthy of winning an award.

*"We took a calculated risk with **CYBERCONFIDENCE**, both in terms of the **unconventional messaging** and the known difficulties of persuading C-level decision-makers in large enterprises to engage on this subject.*

*The **campaign brilliantly struck a chord** with the audience and we rewarded their interest with exceptionally good quality content, delivered through a highly effective nurture strategy.*

*In doing so we **met our objective** of winning our audience's trust and engaging with hard to reach seniors that have converted into **pipeline, bid-level relationships and revenue**, with more to come.*

*In CYBERCONFIDENCE The Crocodile and CSC created an **inspired UK go-to-market strategy** and campaign that has been picked up by CSC at corporate level and will be rolled out on a worldwide basis"*

Mark Davis – Marketing Director, UK, CSC

Appendix

Additional material or images that do not form part of the main submission can be placed here.

LEAD NURTURE FLOW AND ACTIONS

LEAD NURTURE ROLLOUT TIMINGS

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