

Case studies

Three great examples of disruptive thinking in B2B marketing



Introduction

With so much content directed to so many customers through myriad channels – and so much of it so bad – it’s no wonder audiences are becoming immune to the same old messaging.

But doing things differently is difficult and demands commitment and hard work. That’s the reason why examples of disruption are rare – particularly in the traditional, risk-averse world of B2B marketing.

Selling a disruptive idea – an innovation or product that’s going to upset the status quo – also requires a different approach in markets that are set in their ways and resistant to change.

The following three case studies – all winners of 2016’s B2B Marketing Awards – are great examples of how organisations have managed to disrupt markets, break with tradition, and encourage audiences to pay attention to their new ideas and products.

“If you always do what you always did, you will always get what you always got”

Albert Einstein

When You Move

Winner: Best limited budget campaign



Conveyancing isn't the most exciting part of moving house; despite its importance, it's traditionally slow and not associated with either dynamic technology or top-notch customer service.

This campaign by property law firm When You Move aimed to develop

long-term relationships with estate agents – termed 'introducers' because they refer business to conveyancers – by highlighting the time they could save using the When You Move app.

With an estimated 4000 firms providing services in the UK, the market is crowded and relationships

are often entrenched. The company faced a challenge when it came to convincing conveyancers of the benefits of a technology-first approach and improved customer service. It needed a campaign to provide the brand with thought leadership and credibility, create long-term relationships and drive revenue in the short term.

The strategy consisted of:

- › Creating **hyper-local** campaigns that were highly personal in high-yield areas to achieve the most from a limited budget.
- › Identifying the primary **painpoint** of the audience as lost time, and creating digital content to resolve this.
- › Raising **digital awareness** through targeted outreach and email campaigns.

When You Move wanted to book 100 meetings, attract more than 700 followers on Twitter within three months of launch, and generate a significant amount of revenue.

Agency Digital Radish identified 252 out of 16,565 estate agents with revenue between £1 million and £5 million in areas where When You Move has sales operations. From these it selected regions where sales transactions were highest to ensure the best results.

This provided agents who had a sufficient volume of business, but would also be amenable to establish new conveyancing partnerships.

The first phase of the campaign consisted of a personal social media introduction and content including *The top 10 things estate agents could do to save time and help buyers through the process*. Second, Digital Radish calculated the time agents could save using the app. As this ended up being the time it takes to buy a cup of coffee and a doughnut, agents were sent a branded pack of doughnuts with a personalised invitation of coffee with a member of the When You Move team. This was followed up by a personal invite through social media. And finally an in-app content hub and monthly newsletter was created featuring ongoing tools and resources. This four-step process took seven months.

The thought leadership piece was downloaded 1134 times, and When You Move became the most followed conveyancer on Twitter. Almost three-quarters of When You Move's top-tier prospects responded, which beat its target for follow-up meetings.

Key takeaways

Breaking into a competitive market is difficult enough, let alone when relationships are long-standing.

The combination of a rigorous approach to targeting potential prospects and a highly personalised campaign allowed When You Move to achieve its objectives. Approaching estate agents to act as influencers was crucial in disrupting these relationships.

Black Horse

Winner: Best channel marketing initiative



If you've ever set yourself a New Year's resolution, you'll know that old habits die hard. Encouraging people to move away from a familiar process and adopt a new technology was the challenge faced by vehicle finance provider Black Horse.

With eight out of 10 new cars bought on finance, it's crucial dealers have quick and easy access to it. But traditional systems and processes involving e-signatures, faxes and paper

dominate, despite their lack of speed and accuracy.

A six-month campaign, designed by D8 and Milestone, aimed to promote the benefits of Black Horse's new SignIt system, while reassuring dealers about the ease of adoption. The three key objectives were:

- ▶ To create awareness of the new process among dealers with a promotional element.
- ▶ To drive preference by providing instructional content to ensure dealers know how to use SignIt.
- ▶ To encourage dealers to switch to SignIt, and use it as the preferred choice.

The main messages of the campaign were 'No Paper, Less Work' to emphasise the time saved, and 'Simple, secure, efficient', benefits that prior research had highlighted needed to be spelt out to dealers.

The key media for the sales channel roll out was two videos – a four-minute promotional video explaining the benefits of SignIt to the end customer, and a longer training video explaining its features and functionality. These videos, of which there were 15 in total, were reproduced for car, motorcycle and caravan dealers, as well as the brands for whom Black Horse provides a white-label service. The promotional video was also used as part of the wider marketing

campaign to promote the benefits of SignIt. Both videos allowed account managers to deliver a consistent message to dealers.

As a result, Black Horse exceeded its take-up among dealers by 15%, had 10% more cases coming through SignIt by the end of 2015 than targeted, and increased its automation rate by 10% more than anticipated. And more than two-thirds of dealers agreed SignIt had helped them increase sales.

Key takeaways

The campaign allowed Black Horse to convince dealers, traditionally resistant to change, to make the switch to an unfamiliar process. Delivering a consistent message through the use of video was key to the strategy.

It's also a reminder that some audiences don't share the view that disruptive technology will automatically make their life easier, and will need to be convinced of its benefits in a simple, straightforward way.

**NO PAPER.
LESS WORK.**

Introducing **Black Horse SignIt™**

Black Horse SignIt™ will improve the finance experience for you and your customers. It gives you more time on the sales floor and ensures you benefit from next generation technologies to securely and seamlessly sign and authenticate finance documents online.

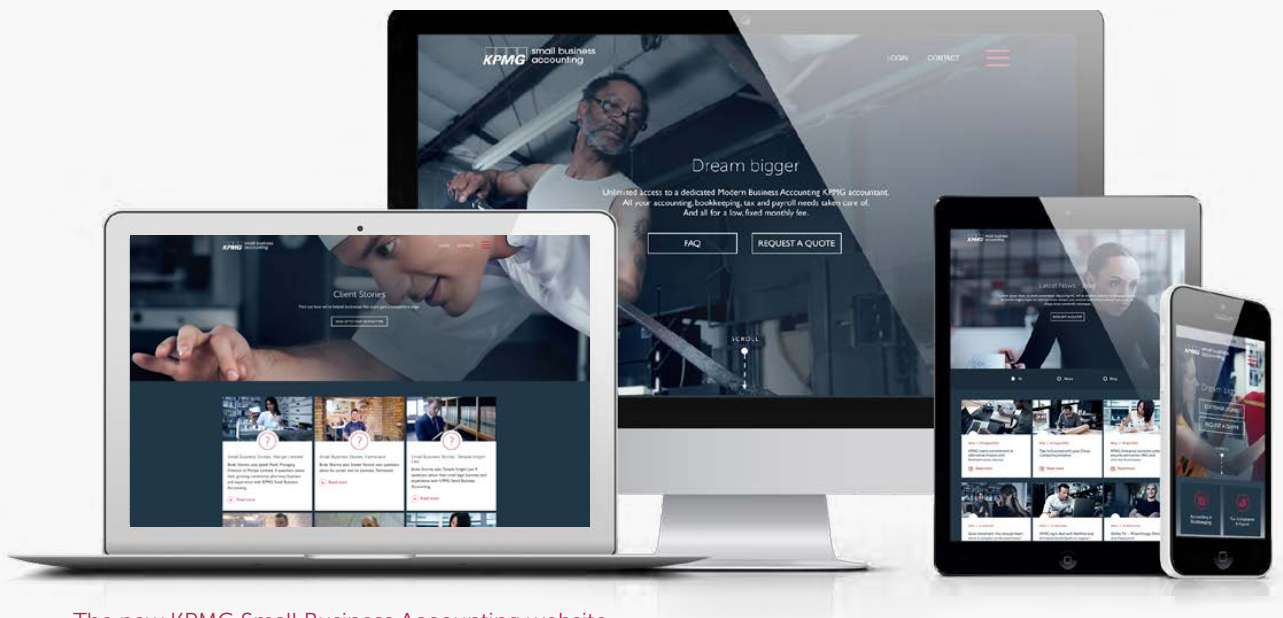
Contact your Account Manager or Sales Consultant, or visit blackhorse.co.uk/dealerportal

Black Horse SignIt™

blackhorse 

KPMG

Winner: Best website



The new KPMG Small Business Accounting website

Being a huge, well-recognised brand has plenty of advantages, but it can sometimes work against you. Research conducted by professional services firm KPMG found small businesses saw it as too expensive and too detached, and wouldn't be interested in doing business.

Concerned that another of the 'big four' accountancy firms was about to launch a rival service, KPMG's Small Business Accounting arm needed to secure as much of the market as possible. To do so it needed to change SME perceptions – making clear the

service was for them, that KPMG could improve their business performance and provide useful content and resources. It needed to build credibility, and convert visits into leads.

There were two primary campaign objectives:

- › To create a live, high-quality website within two months.
- › To increase conversions (users actively providing contact details) from 32 to 100 per month.

This new site, created and delivered by Silver Agency, would be targeted at sole traders and owner-managers at businesses with a turnover of less than £5 million a year.

The website, which went from plan to launch within two months, included a visual and simple-to-grasp pricing model, client stories, news for small business owners, a blog, FAQs,

contacts and a range of easy-to-read guides for SMEs. This was supported by digital marketing via email and social media highlighting the benefits.

The launch took place within an ambitious time frame and conversions on the site increased by 400% to 168 within the first month. The site contributed to 40 new business wins a week – compared to 80 wins in the first two years for the rival service of a competitor.

“It was exactly what we were after,” said KPMG partner and head of Small Business Accounting Bivek Sharma. “It was edgy, it was cool, and it was relevant. It got us much more engagement with our audience.”

Key takeaways

Often business disruption takes place when a smaller startup challenges traditional, established players to shake up the market. This case proves that disruption is not the sole preserve of young, dynamic, startups.

The other key point to note is the speed with which the campaign was executed. How many times have you been told something wasn't possible in a short amount of time? This demonstrates it's possible to produce strong results with collective impetus and will – even if you're a large business like KPMG.

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