

Building Pipelines of Opportunity



Integrated campaign delivers £10m pipeline in one month.

Although successful, CWL Systems is an ambitious company and they take their marketing seriously. APM Digital had been working on a series of email marketing campaigns during the first half of 2009. Producing White papers, Case Studies etc. had been created and CWL sales professionals were using it to progress a number of smaller opportunities. We had been explaining the effectiveness of social media and co-ordinating campaigns for months. Andy Griffiths, the MD of CWL Systems, heard the message and decided to run a pilot.

The Challenge

Individual campaigns were delivering reasonable results but there was no real 'wow' factor and eMail campaigns were challenging. Open rates, although above industry average, did not deliver the quantity and quality of leads needed for a hungry salesforce.

The challenge was to identify and develop qualified sales leads, to build pipeline, reduce the sales cycle and improve win ratios – Not much to ask!

Social Infrastructure

Simple White Paper eShots are very much a one way communication with little opportunity for the materials to be shared around the Internet. CWL's Website is quite traditional: functional and does the job. But it lacked interactivity; the site itself was quite 'static'.

Some 'serious' businesses might think that Social Media Marketing is for young, trendy consumer brands. However, the interactivity and sharing of information the technology affords ensures that 'thought leadership' articles get a wide readership.

We developed an interactive Blog, separate from the CWL Website and started to populate it with good quality, useful resources. Every two weeks a new white paper, thought leadership article or case study was published. It became a place where professionals could find useful information, ask questions, post comments and interact. Existing customers and CWL's supporters were directed to the piece via eMail and RSS feed.

The audience was increased through social media channels: LinkedIn, Technocrati, Stumbleupon etc. At the same time a co-ordinated telemarketing and email campaign directed new readers to the Blog.

Results

The salesforce immediately started to use the blog and its resources as a reference for potential customers. They would rather direct prospects to a case study on the blog than email a hard copy .pdf. Telemarketers made extensive use of the resources. They found that conversations were more focused and decision makers happy to take the call once they had reviewed the information on the blog.

To date the results have been very promising. Over a period of four weeks 20 appointments with senior decision makers of organizations with 1,000 workstations plus were made. Six technology demonstrations have been booked and a pipeline of over £10 million developed.

Company profile:

CWL Systems is a small system integrator and managed service provider with clients in the Finance and Health Sectors.

The Challenge:

Develop qualified sales leads, build pipeline, reduce the sales cycle and improve win ratios.

The Solution:

Leveraging 'Social Media Technology' to amplify thought leadership messages and co-ordinate with sales activity.

The Result:

Over a 4 week period:

- 20 meetings booked
- 6 Technology Demos
- Over £10m in pipeline

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