

PRIDE AWARDS 2017

Category: Best Publication

Company: The Marketing Pod

Entry title: Uncovering the Missing Millions

Brief and objectives:

As the UK's largest business energy consultancy, Inenco have years of experience in helping businesses to manage their energy. With new operational costs on the horizon, such as the increase in the national living wage, Inenco wanted to raise awareness of how its bill validation service can help businesses to validate their invoices and potentially offset rising costs by identifying and recovering erroneous charges.

From Feb to May 2017, The Marketing Pod (TMP) carried out an integrated campaign to highlight the size of the value opportunity available to businesses. Inenco had four key objectives:

1. Raise awareness of the value opportunity within the defined target audience
2. Position Inenco's bill validation solution as market-leading
3. Deliver targeted coverage in identified trade, vertical and finance titles
4. Generate incremental revenue for the outsourced bill validation proposition

Circulation figures:

- Email to known customers and prospects: 9,568
- Reach through PR: 125,000
- Reach through social media: 52,738.

Rationale behind publication, including research and planning:

TMP appraised upcoming changes to legislation and found that from April 2017, businesses were going to be facing significant cost increases, including an increase in business rates and the national living wage.

We decided to turn the legislative changes into an opportunity to position Inenco's bill validation service as a quick and easy way for businesses to offset the in-year increases, in turn giving Inenco a quick return. Inenco had a wealth of existing data on business bills that could be used to raise awareness of the value opportunity for businesses.

We analysed this data to identify how common billing errors are and to find the most common causes for inaccuracies. Our research showed that one in every five businesses contained errors, with these errors adding up to around half a billion pounds worth of businesses' total £25 billion annual energy spend in the UK.

Target audience:

- The 7068 businesses that spend more than £500k on utilities, particularly the manufacturing and service sectors
- Energy professionals responsible for business energy procurement
- Finance professionals looking to recover the cost of the new living wage
- Trade, vertical and finance titles.

Strategy and tactics, including creativity and innovation:

We aimed to create an authoritative voice for Inenco on bill validation through a PR and content-led campaign that influenced end users to take action.

- **Data analysis:** With no budget available for conducting primary research, TMP focused on insights that could be derived from Inenco's own data. We reviewed a large sample of business energy invoices from a wide range of industries to gain an informed view of incorrect billing errors by sector and as a total proportion of UK businesses energy spend. We segmented the data to ensure that messages were relevant for the target audiences.
- **Report creation:** A ten-page report was developed, outlining the cost impact of the new legislation coming into effect in April. We used Inenco's customer data for the report, extrapolating the findings for key sectors to highlight the size of the opportunity available. The report also offered businesses guidance on the most common causes of billing inaccuracies.
- **Supporting content:** Infographics were used to support the sector-based content and messaging, presenting the message creatively and concisely to engage the audience. Visual content was created and shared on Inenco's social media channels and hosted on Inenco's website.
- **Online engagement:** An online landing page was developed to provide guidance and information to businesses: www.inenco.com/missingmillions. Businesses could access the whitepaper on this page, alongside sector-based resources and content on Inenco's 'Insight' pages, to further establish Inenco's expertise.
- **Media relations:** We delivered a feature programme in vertical and trade titles, with each piece by-lined by Inenco's in-house experts. We used the topic of new operational costs to raise awareness of the importance of checking bills and urge businesses to act. Editorial was consistently secured in key titles, establishing Inenco's expertise.

Implementation of tactics:

February 2017

- We analysed Inenco's data and segmented findings by sector, then focused on creating the report as the legislative changes were imminent.

March 2017

- The online landing page went live in March, with sector-based content being created at the same time. Both were ready for the start of the feature programme, to provide ongoing engagement for end users that responded to the calls to action in the upcoming features.

March – May 2017

- Editorial was secured in key vertical, finance and trade titles such as Utility Week, Works Management and Credit Connect
- Visual content was regularly shared through Inenco's Facebook, Twitter and LinkedIn pages to boost awareness among the target audience.

Measurement and evaluation, including engagement of target readers:

Key Statistics:

- 1602 unique site visits to the Missing Millions landing page including 53 high-quality leads from report downloads
- 19 pieces of quality, feature-length editorial achieved in target media with a combined total reach of over 125,000, including:
 - 11 pieces of energy / finance trade articles
 - 8 vertical title articles
 - Online articles linking back to the Missing Millions landing page, boosting organic SEO.
- Total social media reach of 52,738 with 601 content shares:
 - Twitter: total reach 17,903, 192 shares
 - LinkedIn - 34,835 impressions, 409 shares
- 3 proposition sales to date, equating to £270,000 incremental revenue, with another 50 leads in the sales pipeline.

Following the success of the campaign, our approach is being extended to Inenco's other services, with a new report, 'The Cost of Inaction', launching in Summer 2017.

Budget and cost effectiveness:

TMP delivered the campaign for £6,375 – this was a proportion of the client's existing retainer and equates to c. 9.5 agency days. This fee covered our time spent on content creation (including developing the report), media relations and designing visual content.

With the revenue generated to date at £270k and growing, the ROI currently stands at 42:1 and could exceed this with the remaining 50 engaged leads.

"We're delighted with the success of the Missing Millions campaign – it really resonated with our audience. We saw great engagement with our content online and the campaign was featured in a number of key industry titles. Most importantly, the interest TMP created in our bill validation service led to three new sales and many more customers in the pipeline." - Danielle Wrench, Campaign Manager at Inenco.