



Category: Integrated Campaign

Company: The Marketing Pod

Entry title: Take a marketing health check

Brief and objectives:

The Marketing Pod (TMP) has grown organically year-on-year, predominantly thanks to recommendation and reputation. In line with industry trends, in 2017 retainers decreased to 50% of turnover, with a growth in project work. Identifying a need to feed the sales pipeline to maintain growth levels for 2018, we had to apply the same levels of creativity we offer clients to create a marketing campaign for ourselves.

The campaign needed to position TMP as marketing experts and showcase the range of services we offer, from PR and content to planning and consultancy.

Sales objectives:

- 50 engagements with senior B2B marketing decision makers
- 5 follow ups
- 2 sales

Rationale behind campaign, including research and planning:

The campaign needed to be creative and, to demonstrate we practice what we preach, showcase best practice marketing.

Timed to launch in January 2018, it was perfect timing to use the hook of a new year being a chance for a fresh start and new plans, meaning a fantastic opportunity for marketing professionals to review their marketing activity and budgets and make 2018 the year of best practice. The campaign also needed to provide the Pod with insight into areas of opportunity to engage with them and follow up on.

Our target audience was senior marketing professionals and decision-makers, particularly in organisations focused on energy, data or technology and/or in B2B markets where TMP has specialist knowledge and existing clients.

We decided to commission independent research that would enable us to confidently state where businesses are 'today' in terms of best practice to identify areas for improvement,

giving us more credible messaging and creating content to form the foundations of an integrated campaign.

Strategy and tactics, including creativity and innovation:

Research report:

110 marketing professionals and decision makers from businesses (B2B and B2C) across the UK to complete an online survey about the marketing and PR activity conducted within their organization, with 14 quantitative questions about their current marketing activity and approaches. The results provided us with strong headline stats to demonstrate the need for a new focus on marketing plans (eg. 37% don't have a PR plan in place, and 30% lack a marketing strategy linked to business objectives).

The research findings were turned into a report, detailing the findings and adding commentary around what constitutes best practice marketing and why each element was important.

Online game:

The results were used to create a benchmark score (126/200 – where 200/200 would be best practice in all elements of marketing activity). This formed a key message in the campaign, inviting organisations to check how they fare against the benchmark.

Any marketing professional could go online to take the quiz: a 2018 Marketing Health-Check (<https://www.themarketingpod.co.uk/myscore>). This immediately generated a score and compared it to the UK benchmark, and all players received a personalised report.

Personalised report:

As part of the campaign, each individual received a free report, detailing their results and hyperlinked to provide them with free tools and templates personalised to the areas their individual organisation needed to improve. These included free marketing and PR strategy templates, message house templates, guides to developing content plans and improving customer experience, as well as competitor analysis templates. A commercial decision was taken to provide these valuable assets for free to prove our credentials and encourage conversations around more detailed insight and support.

Campaign execution:

DMs/EDMs: A personalised direct mail invitation to take a health check was sent to known customers and prospects, and personalised emails sent to 982 known customers and projects.

Online & Social media:

The game was shared organically on Twitter and LinkedIn, with social “did you know” tiles designed to highlight interesting stats from the research. A landing page for the report was created, and blogs written to discuss the report headlines and drive more traffic to take the online game.

Media relations:

The findings were shared with marketing and PR titles and cited in guest blogs on B2B Marketing.

Events:

The survey results were used as a core part of two keynote presentations delivered at the B2B Marketing Expo. TMP had a stand at the event; the report was shared with stand visitors, and delegates encouraged to take the quiz to find their own benchmark.

Sales:

TMP account team used the report and games as a sales tool to engage with existing clients and known prospects, to demonstrate expertise and engender conversations in order to explore cross-sell opportunities.

Due to the success of the campaign, the campaign was updated in May 2018 with a repeat of the research to act as an index, furthering engagement and maintaining positioning as a champion of best practice. The new benchmark score of 121/200 and results confirmed trends in the industry.

Implementation of tactics:

Oct-Dec 2017

- Independent research commissioned
- Results analysed

January 2018:

- Research report created
- Game developed
- Campaign launched
- DM/EDMs distributed
- Social media and blogs

Feb- March 2018

- Social media tiles
- Customer engagement: game and cross selling
- B2B Marketing Expo, London: results used in two key note addresses across two days and shared with delegates on TMP stand.

May 2018

- Repeated independent research
- Updated report launched

Measurement and evaluation:

DM/EDM engagement

- Email open rate: 29%, of which 24% clicked through to the game landing page
- 71 game players (with subsequent personalised reports issued)

Online/social media:

- 678 unique landing page visits
- Twitter weekly post image during January/February: 22,567 impressions, 158 engagements
- LinkedIn: during the campaign, organic monthly impressions increased from 3092 (average) to 7966. Impressions: 15843, 1068 engagements.

PR & events

- B2B Expo guest blog, shared with event subscribers: 7,500
- B2B expo presentation: headlines used in two keynote addresses to a cumulative audience of over 150 marketing B2B professionals
- B2B Marketing covered the research headlines: PR reach of 15,000

Value

- 71 prospects received personalised reports
- A number of quality leads and meetings taken place
- 1 prospect (chased since 2014) played the game, and has since commissioned content marketing services
- Value of sales and cross-sell to those prospects and existing customers who engaged with the game since January 2018 exceeded campaign targets.

Direct, unprompted prospect feedback: 'This is a really nice engagement approach which I wanted to explore. So much better in terms of B2B Marketing than most – but then it would be, wouldn't it from you guys!' Mark Montgomery , CMO, My Home Move Conveyancing

Budget and cost effectiveness:

Costs: TOTAL: £6,737

- Research: £450 (via Survey Monkey)
- Game developer costs: £1100
- DM to warm leads £1,300
- EDM: £37 processing fee
- In house cost: Project Management (Design, Game, Development, PR): £3750