

Case Study:

# Integrated e-Marketing




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## Situation

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- A professional services firm was experiencing rapid growth, because its specialty was a highly sought IT capability.
  - E-marketing tools and a recently upgraded interface between the web site and CRM database were in place, but lacked the coordination and project management to maximize the effectiveness of the individual components.
  - Lack of advance planning of the corporate campaign led to conflicts with marketing activities of individual practice areas and lack of informing the 80% of employees in the field at client sites.
  - Individual functions were making decisions without a view of the big picture, resulting in a lack of cohesiveness.
  - The online advertising budget was cut and needed to be more effective for both new and traditional target audiences.
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## Solution

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- Establish the corporate campaign as quarterly with set “go live” dates.
  - Institute a disciplined planning and project management approach that included all functions and practice areas.
  - Maintain a master marketing calendar where execution dates were carefully planned and coordinated.
  - Improve web site to: optimize for search engine marketing, better capture information while making it easier to register for white paper downloads and webinars, refresh look and content, and use better analytics.
  - Implement a field communications program coordinated with launch of the quarterly e-marketing, corporate campaign .
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## Goals & Objectives

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- Campaign Goal
    - Generate qualified leads using the newly established parameters set by the sales organization.
  - Communication Objectives
    - Increase the number of downloads and registrations on the web site.
    - Obtain quality leads from targeted market segments.
    - Increase brand awareness of the firm's capabilities.
    - Improve promotional content to distinguish it from competitors and cut through the clutter of online information.
    - Improve content and usability of web site and search engine optimization to generate higher organic search placement.
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## Targets

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- Budgets for this IT specialty increased to such a level that a shift in target audiences needed to be made.
    - The C-suite became more involved with the final decision in the sales process.
    - Smaller organizations could not afford the level of work that was profitable for the firm.
  - Organization size
    - More than \$1 billion in revenues and \$1 million IT budget.
  - Functional level
    - New: C-suite, primarily Chief Information Officers and Chief Financial Officers.
    - Traditional: Mid- to upper-level IT management and technical subject matter experts.
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## Strategy

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- Overhaul web site.
  - Implement various project management tools to keep everyone on schedule, meet the “go live” deadline and make sure all marketing activities and elements were integrated.
  - Revise online advertising programs and renegotiate, where possible, for better placement with target market segments.
  - Obtain more consistency and creativity in messaging.
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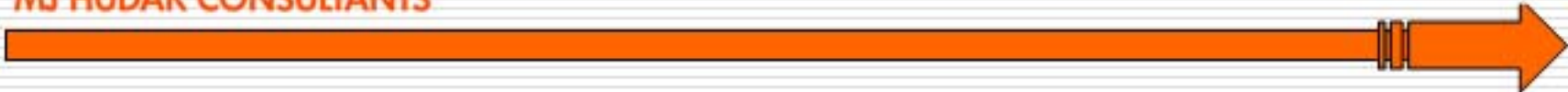
## Results

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- A thick orange arrow pointing to the right, spanning the width of the slide. It has a metallic-looking collar at the tail end.
- Process improvements allowed marketing and sales to better focus on quality leads and improve metrics measurement.
  - The first quarterly campaign generated the highest number of white paper downloads and webinar registrations than any previous campaign, setting a new standard for future campaigns.
  - Complete overhaul of the web site, that included in-depth key word research and seeding of key words in code and content for SEO objectives, increased traffic and time visitors spent on the site.
  - SEO techniques led to abandoning \$60,000 in advertising budget for pay-per-click ads with Google and Yahoo, substituted by traffic to the site coming organically.
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