

Changing the channel mindset:

From selling devices
and minutes to
business solutions

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The requirement

To engage the channel
(predominately wireless
service providers)

We needed to:

- Convince them of the value of marketing Samsung's mobile solutions for business
- Equip them with the assets they need to go to market in a new way
- Instigate a scalable approach to the channel that can work across multiple partners

Some background
on Samsung

Samsung Electronics America – Enterprise Mobility provides business phones, tablets and wearable tech to the entire SMB and enterprise market. By combining hardware, software and partner applications, our client now also offers end-to-end business solutions that underpin business-critical operations from drug trials to public safety.

SAMSUNG

Our solution

Reaching business audiences

Samsung wanted to capitalise on the growth of mobile device-based business solutions and increase market share. They developed a range of game-changing business solutions, comprising of hardware, software and partner applications, and highlighted them through sector-specific content published on Samsung Insights. But how could they actively reach out to their business audiences when they are totally reliant on a channel that specialises in selling devices and minutes, not solutions?

Campaigns in a box

to achieve our objectives, we created a series of solution-specific Campaigns in a Box (CiaB) for service providers to implement, comprising of: Marketing tools and practical guidance for running insight-led campaigns focused on business issues Sales enablement assets for opening conversations and closing sales.

What we did

Campaign mechanic and audience

For their prospective business audiences spanning a wide range of verticals with sector-specific challenges, Samsung was seen as a handset provider. We had to:

- Grab attention
- Convince businesses that Samsung understands their challenges better than the competitors
- Ensure they understand how Samsung's game-changing solutions overcome their pain points



What we did

For Samsung's service provider channel (through which they sell exclusively), Samsung is simply a mobile device provider. We had to: Get their buy-in to selling solutions (rather than just devices and minutes) by educating them about Samsung's mobile business solutions and convincing them of the market opportunity. We also had to get their buy-in to our Campaign in a Box approach by:

- Equipping them with everything they need to take prospects on the buyer journey from creating interest and building engagement through to conversion
- Equipping their marketing teams with everything they need to implement our multichannel campaigns
- Equipping their sales teams with everything they need to sell the solutions



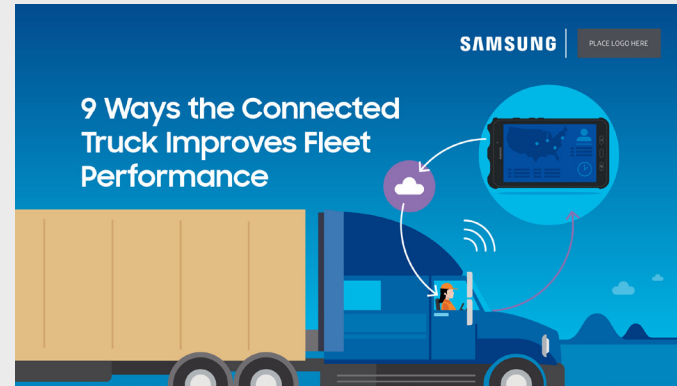
More of what we did

The project

We communicated to large service providers through joint planning workshops, where we presented the concept and planned out their business requirements for each CiaB.

We then developed a campaign flow blueprint for our umbrella activity, pulling together a framework for our multichannel CiaBs that progressed from driving digital leads through to lead nurturing and sales-follow up. We then applied this to each CiaB, turning up relevant tactics and volume on whichever media would deliver the best returns.

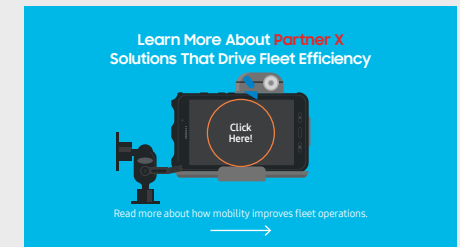
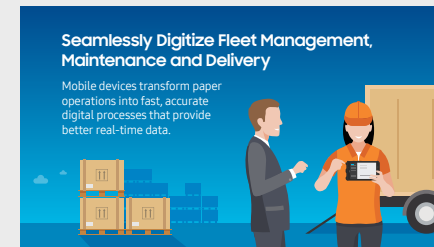
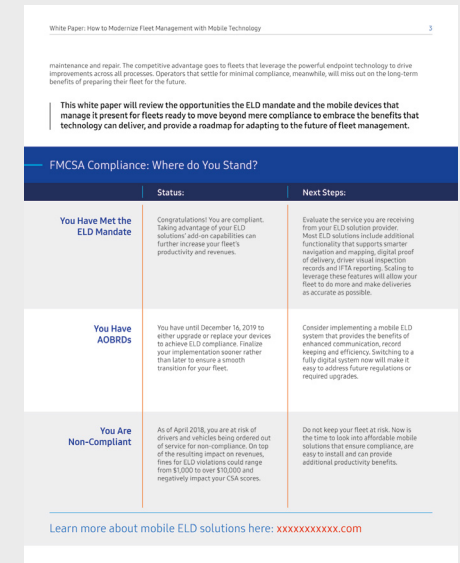
For each of our target solution areas, we created a Campaign in a Box (CiaB) addressing that sector's pain points.



More of what we did

With each CiaB having its own sector-specific content, comprising of:

- Campaign flow and messaging
- An integrated campaign approach
- Key business issue-led content assets, taking prospects on the buyer journey, from creating interest through to building engagement and conversion
- Communications assets, enabling partners to implement a multichannel, integrated campaign which included SEO, social, outbound emails, lead nurturing and outbound sales
- Enablement assets, equipping marketing teams to implement the campaign and sales teams to sell
- A sample campaign plan



Our results

Big results

For Samsung, our approach delivered:

- Increased reach to end-user business customers by leveraging the joint offering with wireless service providers, or wireless carriers
- Budget stretch by deploying existing insight collateral through multiple service providers
- Stronger partner relationships by opening up new markets for service providers and equipping them to capitalise without any heavy lifting

What our client said...



With no established or scalable way of driving interest through the channel or educating their sales teams, working with OneGTM enabled us to package all our knowledge and marketing expertise into easily implementable campaigns and sales enablement tools. Our partners love it (we do all the heavy lifting!) and our reach and marketing dollar have been massively extended.

Jason Redmond
Director Enterprise
Demand Generation,
Samsung Electronics (North America)

If you like what you've just seen...

Let's talk

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