

# The 'Better-for-Business' Zone: Zen Internet

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# The requirement

## To engage Covid-battered businesses on a local and national level

For Zen Internet, a challenger Internet Service Provider (ISP), we needed to support their rollout of Fibre-to-the-Premises (FTTP) internet connectivity to business customers. We needed to engage 2.4 million Covid-battered businesses in diverse locations across the UK and persuade them to change their vital lifeline to the outside world.

## Some background on Zen Internet

Founded in 1995, Zen has grown from providing internet access to schools and small businesses in its local Rochdale area to serving 150,000+ businesses and homes UK-wide. Much smaller than its competitors, Zen relies on channel partners who resell Zen's 'backbone' services locally.

Resellers are courted by many big-name suppliers, who often have marketing budgets as big as Zen's total turnover. We had to get channel buy-in and commitment to investing time and resources in our campaign.



# Our solution

Transformation  
on the doorstep

The arrival of full fibre and  
how it will reshape business

Our solution was to leverage Zen's channel relationships and think local. We devised imaginative and powerful communications that generated genuine excitement amongst partners and their on-the-ground sales people. We motivated partners to implement our campaign and followed up with face-to-face meetings.

We leveraged local partners' lists, networks and contacts to create local buzz online, and to identify potential local advocates to act as influencers and drive word-of-mouth. By thinking local and tapping into the 'support local business' vibe, we developed a strategy that took advantage of the fact that FTTP was being rolled out street-by-street, so a business could be literally a block away from noticeably faster broadband.

Our solution included a toolbox of market-ready communication assets that won the buy-in of 100% of partners approached – who in turn committed over 50 of their on-the-ground sales people to support Zen FTTP.

# What we did

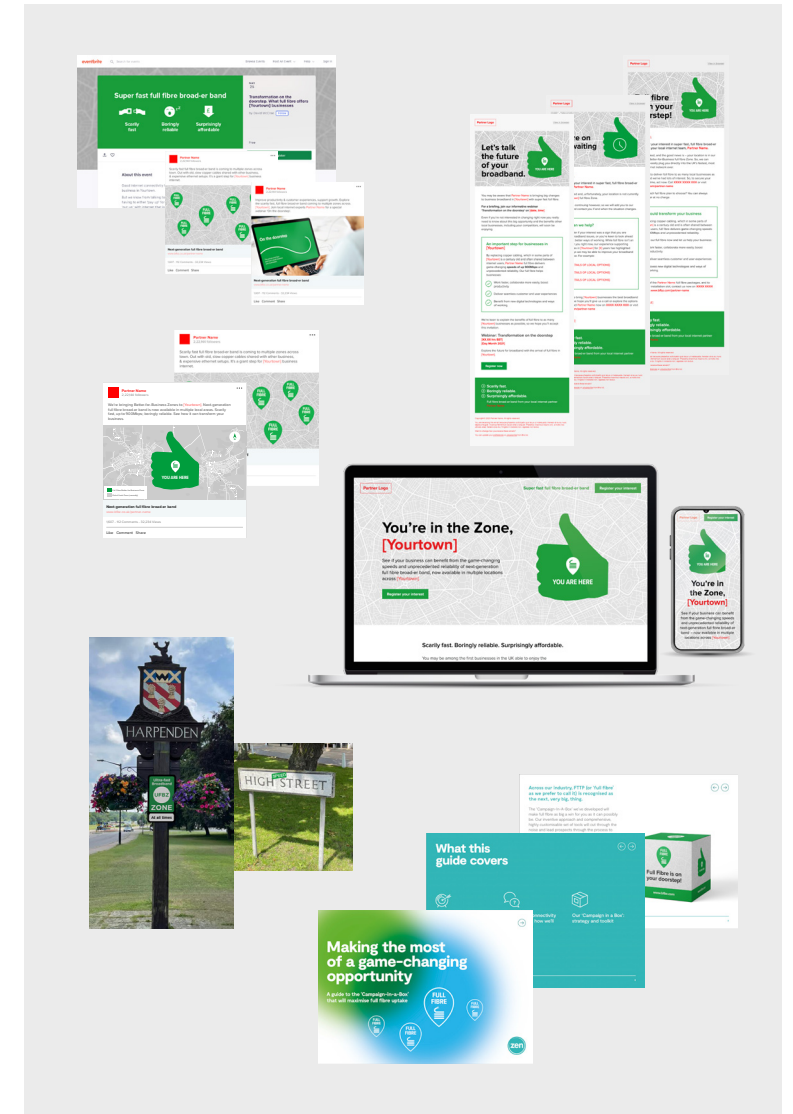
Our campaign leveraged Zen's local partner channel, in the process creating a meaningful point-of-difference: rather than 'go it alone', direct to end businesses, we 'thought local' with a campaign that local channel partners would actually implement and fund. FTTP delivered by a locally-based business, to benefit local business won partner's attention – then we needed to engage them.

# More of what we did

## The campaign-in-a-box

We won partner engagement through stand-out material that was also incredibly simple to implement and scale. We created a 'Campaign in a Box' of oven-ready assets, a standardized, scalable template usable by multiple partners in diverse locations (urban, rural, mixed), over a period of months. This highly-scalable template supported multiple small-medium sized local campaigns that combined to reach Zen's target of 2.4m businesses. The assets used consumer-friendly language rather than technical terms, acronyms or the typical £-per-Mbps – advertising that their business was in the 'Better-for-Business Zone'.

With all the heavy lifting' done for channel partners, our 'Campaign in a Box' was easy to implement and allowed for a very targeted approach to rollout, ensuring maximum reach and pinpoint accuracy. The involvement of local partners ensured that campaign delivery matched product rollout, minimising waste and potential disappointment. This local dimension allowed Zen Internet to utilise partners' local contacts and on-the-ground presence to make the campaign feel uniquely local, generate online buzz and increased pipeline by leveraging partners' existing databases to maximise the sales pipeline in each area.



# Our results

## A successful outcome

- Our 'Campaign-in-a-Box' won the buy-in of 100% of partners approached across 29 areas – who in turn committed over 50 of their on-the-ground sales people to support Zen FTTP
- Zen's target of 2.4m businesses was easily reached through our scalable template for campaigns
- Our through-channel campaign helped our client and its partners benefit from a sales uplift of 26% vs the previous monthly rolling average

## What our client said...



FTTP is a huge opportunity for Zen. But while we have the fire in our bellies to take on the big beasts in our market, we don't have their deep pockets. OneGTM thought outside the box to give us a clever, highly targeted campaign and the practical means to compete in the big league. Their campaign leverages our biggest strength, our partners. Engaging and exciting them gives us great tools for targeting people where they work: locally.

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

**Let's talk**

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