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MARKETING EXCELLENCE
2022 AWARDS WINNERS



TATA COMMUNICATIONS

Tata Communications

Hyper-Personalised Web Experiences at Scale

Summary

With the on set of "the new-normal" and digital becoming an even more crucial touchpoint for customers in their journey, Tata Communications had to showcase the unique value it can deliver to organisations, but do so digitally without any human intervention. This coupled with the fact that every solution has a different perceived value basis the type of business and its digital maturity, the experience had to be truly contextual to each customer/prospect and achieving this on a website that has over 2 million unique visitors annually was a challenge.

Program Overview

The business was pegged to grow aggressively despite the pandemic and the demands of delivering more than 50% of the marketing generated funnel via digital channels was a reality with the absence of offline touchpoints.

To deliver this, our website has to be the best salesperson and personalise the "pitch" for every visitor basis, the visitor's region, industry, account & existing relationship with Tata Communications.

A deep dive into our website analytics showed that users from different regions and industry segments come to our website for different reasons. The perceived value of our solutions also changes according to the segments. This formulated our objective of delivering hyper-personalised contextual experiences to our website visitors that show cases how Tata Communications can help their business resulting in deeper engagement, conversion and finally, a lift in revenue generated from the website.

Program Execution

The strategy was executed across three steps: identifying the user's organization, intent across 3rd party sites and behavior on our website. This was achieved through Demandbase and Clearbit integrations.

Next, we segmented the users identified on four levels: region, industry, account, contact. This paved way to target the users according to the behaviors in these particular segments.

After this segmentation, came the most important execution step of creating and firing these personalized experiences based on the user behavior. This was achieved with custom APIs with VWO and Demandbase. To achieve contact level personalization for known visitors on the website, DRIFT chatbot was implemented on the website which delivered a hyper-personalized experience to users on the website contextual to the opportunity that our sales teams were pursuing with them. This was achieved with integration through Marketo and Salesforce.

Lessons Learned

Our objective of getting more opportunities from web qualified leads led us to formulate a personalisation strategy that accomplishes 2 things – improve on-site engagement/conversion and leverage our website to influence existing opportunities that our sales teams are focussing on. Delivering this end-to-end personalised journey involves custom integrations with key elements across the martech stack. Another learning was that the KPIs used to measure the success of any personalisation on the web needs to be tied to outcomes that business cares about – moving beyond vanity metrics like engagement rates and actually talking about the business opportunities delivered.

Business Results

Our strategy resulted in improvement across the engagement and conversion metrics on the website which led to a 270% y-o-y growth in revenue generated from the website. The quality of these opportunities also improved since users were shown solutions that resonated with their business challenges resulting in an increase of 167% (y-o-y) in the average deal size.

In terms of the engagement metrics, an astounding 200% increase in the amount of time users spent on our website, with users interacting with the personalized experiences spending 3 minutes on average and showing a 65% increase in their return rate to the website.

Our hyper-personalized chatbot saw 50% increase in chat qualified leads and it also influenced over 10% of existing opportunities generated by Sales by serving opportunity specific content automatically. Personalization on the other hand, resulted in a goal conversion rate of 3.39% compared to 1.61% for the website and 70% of all the content download on the website was through personalized sessions.

Future Plans

We are focused on moving from rule-based personalisation to a dynamic predictive model of personalisation powered by AI/ML algorithms to trigger even more cross/up sell journeys on the website. We will also extend the concept across all digital channels to deliver a truly unique Omi-channel experience that dynamically changes based on business rules and behavioral signals.



Salesforce

Advancing ABM's Digital Transformation Customer 360 Omni-Channel Experience

Summary

When we started our ABM journey, delivering quantifiable impact was largely a disparate and manual process. Individual regions and teams were launching innovative campaigns and tactics based on data from multiple technology sources – while defining and interpreting success in their own way. Although this methodology helped demonstrate campaign success, we needed to define the best-in-class for Salesforce and better understand how to measure ABM's contribution to the overall account journey.

In order to transform our global practice, we needed to define a standardized and consistent approach to developing, delivering and measuring world-class ABM journeys. This was no small feat given we have more than 100 marketing practitioners in 18 regions around the globe, dedicated to supporting thousands of accounts.

While prior campaign results yielded 5x+ the return over traditional demand generation tactics and feedback on the program from our sales teams was overwhelmingly positive, we lacked sophisticated capabilities to surface direct attribution to the impact of ABM and tie success to a connected, omni-channel account journey. This lack of visibility threatened the integrity of the ABM program – risking it to be seen as a mere set of tactics rather than an account-centric, strategic program. So, we rolled up our sleeves and developed a strategic assessment, funded a business case, and moved our plans into action.

Program Overview:

- 1. Strategy:**
Get the team on the board with the vision of a unified framework that's unique to ABM, showcasing the differentiated benefits of an omni-channel customer-centric journey. Center our approach around the best-in-class ITSMA framework, measured against the established 3R methodology: Reputation, Relationship & Revenue.
- 2. Technology:**
Connect data sources to aggregate campaign, account, contact-level engagement with finance datasets to track and measure impact by delivering insights to the business: driving quality Pipe and ACV.
- 3. People:**
Listen, learn, train and operate as an innovative powerhouse team that leverages ITSMA training to enable Salesforce ABM Marketers around the globe to communicate, collaborate and orchestrate account programs as one integrated team.
- 4. Process:**
Define business requirements and work streams to increase productivity and operational efficiencies with a focus on making it easy for our marketers to develop, measure and optimize their programs.
- 5. Transform:**
Deliver measurable impact through the omni-channel experience and meet our customer expectations to achieve business growth.



Persistent Systems

Implementing a Holistic Marketing Technology Ecosystem

Context

The collaborative intersection between marketing ops and sales ops is a driving force behind the rise of coordinated “revenue operations”.

We design and deliver new digital experiences and build new revenue streams for our customers, but we were lacking the same agility and scalability in our own use of marketing technology. Despite having the best-in-class technology available, our data was siloed, fragmented, and chronically underutilized.

We needed an integrated MarTech and SalesTech ecosystem that would enable the company to optimize processes, provide comprehensive insights and be nimbler in strategy and execution to improve our sales processes and outcomes. In partnership with IT and Information Security teams, we initiated our digital transformation journey two years ago, starting with the complete reboot of our MarTech stack and improvement of our CRM data quality.

Key Challenges Faced

- Prior to 2021, marketing and sales datasets were in silos. There was a lag in data transfer and quality from marketing to sales and vice versa.
- MarTech and SalesTech was not fully integrated with the CRM which made campaigns optimization and decision-making harder. We did not have a marketing technology ecosystem, nor did we have a framework in place that could give teams consolidated data across systems and provide campaign, account, persona, and deal-level data.
- Reporting capabilities were limited and slow which restricted our ability to be more proactive and strategic.

Our Pillars

Our digital transformation was based on four pillars:

- Data-driven marketing programs.
- Cohesive digital marketing strategy across all channels and sources.
- Enhanced UX and designed personalized customer journeys.
- Close alignment with business needs and targets.

Our Approach

- Alignment with IT, Infosec and data processing departments, sales operations, and the account excellence team to assess impact, complexity, and implementation of marketing and sales tech ecosystem.
- Audit and analysis of each technology to identify overlaps or redundancies and cleaning the same.
- Creation of a framework to work for various departments and POCs based on different needs and platforms as well as levels of access.
- Use of an MVP approach and rana pilot which was optimized until ready for deployment. We implemented a test-and-learn program through sandbox to minimize disruption. Strengthened digital advertising capabilities by deploying tailor-made campaigns, content, and prioritized outreach on 6sense buying stage insights.

Our Solution

- Streamlining our technology based on use, audiences, data connectivity and reporting needs.
- Efficiently sync old tech with new tech for our ABM ecosystem.
- After the technology audit and subsequent recalibration and upgrade of tech, we developed frameworks and

started enabling marketing and sales colleagues with training on the new ABM approach and the technology that will transform our pipeline.

- Driving adoption and organizing the training session to enable sales, client partners and marketing on platform capabilities and use of insights for campaigns and account optimizations.

Business Results & Future Plans

Good workflows helped us drive collaboration between both groups to deliver faster time to market. To progress our ABM tech ecosystem, we deployed a Content Management System. This allow us to make better use of our content hub for all marketing and sales initiatives and provide insights on what type of content performs best at what stage of the funnel. This is synced with our CRM and marketing automation, giving sales strategic, fresh, and personalized content at their fingertips.

We'll continue with the Qualified Chatbot pilot and deploy it across all areas of the website once the MVP is finalized. We intend to deploy Pardot's automatic workflows across all service-line offerings and start using AI and ML for further optimization and learnings.

Key learnings include:

- Harness the power of data enhances reporting capabilities and optimizations
- Increasing productivity through marketing automation helps us in personalization and creating seamless customer journeys at scale
- Amplifying brand exposure through social and search signals enables us to create a leaner content marketing program

Business Results & Future Plans

Our digital transformation in the lead generation and account management process resulted in us exceeding revenue goals by 186% and decreasing our lead acceleration time by 52%.

Having transparent, collaborative, and data-centric communication has helped us align business objectives with key internal stakeholders across sales, inside sales, sales operations, account excellence, and the strategy team. Over the past two years, we have invested heavily and tactically in our MarTech and SalesTech to digitally transform our processes, have a more data-driven strategy and be able to measure the return on investment in campaigns. This investment has helped us create an agile omnichannel ecosystem that provides strategic actionable insights, on-demand reporting, and optimization opportunities to various teams across the business.



Verizon Going Global with GSIs

Summary

Verizon is one of the world's leading technology companies, known for its telecoms offering and, more recently, for security, networking and hybrid-working solutions. The company's traditional route to market was direct to businesses.

In 2019, Verizon set itself the goal of significantly growing its global systems integrator (GSI) business over the next five years. This relied on harnessing the joint opportunities available to Verizon and GSIs; particularly via leading-edge technologies like 5G or multi-access edge computing (MEC).

Program Overview

To achieve the new goal, Verizon launched a brand-new channel sales and marketing function with a mission to:

- Build a target account list.
- Define the channel value proposition.
- Hire agencies.
- Create sales and marketing collateral.
- Develop and deliver a go-to-market plan.

At the end of 2019, Verizon hired The Marketing Practice (TMP) as the lead agency for indirect marketing. Research and planning kicked off in early 2020.

TMP engaged a specialist channel consultant who undertook rigorous research of the market to understand GSIs' business drivers and appetite for Verizon's offerings. The team identified account-based marketing as the best route to reach the GSIs. The long list of accounts was reduced from 25 to 14 with input from both sales and marketing.

Program Execution & Lessons Learned

Integrating with sales from the start

The Verizon marketing lead recognized that for this new, indirect go-to-market proposition to be successful, sales would need to be embedded within the project. He set about building relationships and finding ways to ensure that sales bought into the plan, involving them in the initial agency pitches which led to TMP being brought onboard.

Setting joint objectives

The combined sales and marketing team set joint-owned objectives in two areas. The first covered reputation and relationships; the second related to revenue and pipeline generation.

"Build on the best"

The team assessed Verizon's key strengths alongside the market research and created a strategic thought around the line 'build on the best'. The concept referenced Verizon's enviable track record of quality accreditations including being Gartner's Magic Quadrant Leader for Network Services 15 years in a row.

When the rubber meets the road

The program launched to market in June 2020. Brand awareness emails, promoting the 'build on the best' concept, were deployed through Marketo as air cover for the individual communications into the fourteen accounts. Customized content was produced and deployed directly to target contacts, from concise one-pagers to full manifestos, demonstrating Verizon's value proposition for each GSI.

TMP's inside sales team created highly personalized messages for each contact and used email, InMail and phone to start conversations: seeking referrals to the best contacts and feeding back audience reactions to the collateral for campaign optimization.

A new measurement model

To help gauge success, the team built a multi-touch attribution model, tracked through a Power BI dashboard. Once an account scores above 100 in the attribution model, marketing's influenced contribution is recognized, along with any leads qualified as directly sourced via the campaign.

Business Results & Future Plans

1. Reputation

The multi-channel, pan-regional marketing activity has amplified the Verizon brand within the world's largest GSIs. A key output of the shift in brand perception through the 'build on the best' messaging has been GSIs' willingness to discuss co-built and co-marketed solutions.

2. Relationships

Across the now expanded list of 20 accounts included in the global program, relationship-building activity has allowed Verizon to work on a more strategic footing and penetrate white space.

3. Revenue

The program launched in the European region with a year-one target of 10 meetings across 14 accounts, and a stretch pipeline target. The team overachieved on the European targets, generating 22 meetings and smashing the financial target.

In total, from launch in June 2020 to April 2022, the program has generated 127 marketing qualified leads across the three regions of EMEA, the US and APAC. This has led to millions of dollars in both influenced and directly-sourced pipeline, far exceeding original stretch goals. Revenue in the millions has already been closed from opportunities directly sourced through the program.



Tata Consultancy Service

TCS Digital Store

Summary

A story well told is a sale well made. And that is at the heart of the collaboration between marketing and sales.

This is especially true in the technology sector and when the company is Tata Consultancy Services (TCS)—a complex and multi-layered organization, with more than \$25 billion in annual revenue, over 606,000 employees spread across 55 countries, thousands of clients, and an even greater number of technology and industry solutions. As TCS charts a roadmap to become a \$50-billion company in the next decade by helping clients transform their business with digital technology, it took a hard look at how it could take client engagement to a new level by retelling its story. This meant reframing the way it articulated the value it delivers to large enterprises.

Articulating and amplifying TCS' strengths and capabilities is just one part of the plan. Our larger objective is to transform its culture to embrace consultative selling with its problem-solving approach. Our sales enablement platform encompasses both of these aspects. A one-stop shop for sales teams, it offers a wide variety of information assets that have been carefully curated from every corner of TCS—from business units, client teams and geographies to our research and innovation organization. We created an information architecture that structured content to drive consultative behavior. We ensured that the marketing assets articulate capabilities and company values in sync with the TCS brand identity. All of this is achieved using AI-driven, modular, plug-and-play solutions on a multimedia platform.

Program Overview

The self-serve, customizable portal that connects all stakeholders in the sales journey is built as an application on Adobe Experience Manager (AEM), hosted on Azure cloud, and is part of a suite of applications on TCS' intranet. In just three years, it has grown to more than 15,000 assets and, with 11,000 users, has become the primary destination for all sales enablement content.

To design the right platform, the TCS marketing team needed to understand business aspirations as well as user behavior. It conducted a design thinking workshop with a sample set of sales users, in addition to quantitative and qualitative studies among leadership teams and sales and marketing users. After synthesizing all the efforts, a low-fidelity wireframe was created, which in turn was vetted by a group of users and user experience experts before the platform was built. Several groups of stakeholders were co-opted to keep the feedback loop alive and ensure continuous improvements.

Program Execution & Lessons Learned

Adobe Analytics provides the team with much-needed intelligence on usage to help refine content and target campaigns. Dashboarding tool Qlik was also used to create a reporting dashboard for marketing. Today, we have a wealth of analytics and insights to identify trends of usage and provide measurable ROI on marketing assets. We also created a mobile app to cater to the salesperson on the go.

Incremental improvements in search and recommendations have been helping TCS improve the performance of the system. For instance, 'search not found' decreased from 16% to 4% over the years, with clicks on search results increasing from 75% to 88%, indicating relevancy.

Operationally, the platform has been a significant efficiency driver for the sales team— which previously had to tap their personal networks to support the sales process—and a means for encouraging collaboration across internal silos.

In a testimonial page on the microsite, frequent users share how it has helped them craft new solutions, respond to requests for proposals, put together customer presentations, and play an important role in critical client engagements.

Business Results & Future Plans

For the platform to meet its objective of becoming an invaluable partner to its users in the sales process, the salesperson needs to make it a daily habit. To drive this behavior, the team launched a campaign called #MakeItACoffeeHabit that successfully used diverse channels to influence users.

In short, our sales enablement platform aggregates content with the right articulation, provides the appropriate nudges to users to drive behavioral change, and pulls together a 'OneTCS' voice to take to market. It brings the best of TCS to the sales team anytime and anywhere to help them remain always aware and always current.



ServiceNow ABM beyond the 3 Rs

Summary

On paper, BT looked like the perfect account for a mutually beneficial partnership with ServiceNow. ServiceNow had identified ways it could provide significant competitive advantage for the telecoms firm which, in turn, would help ServiceNow achieve its overall revenue target of \$15bn in five years.

The existing relationship was positive, ServiceNow knew its platform could have a transformational impact on BT's business, pipeline was good at \$6m and the account team saw the value in ABM support.

But BT is one of the world's largest and most complex organizations, with 175 years of operations under its belt. Persuading it to adopt a new, joined-up, broad-ranging proposition, that wouldn't be 'yet another digital transformation', from an American company it viewed as an IT vendor, would take work.

Program Overview:

To date, ABM at ServiceNow has been measured against ITSMA's three Rs of reputation, relationships and revenue. In the case of BT, the requirement went a step further: to help retain the account by boosting adoption of the ServiceNow platform across the telecoms giant.

Program Execution & Lessons Learned

The key to unlock the account

Account information was gathered using desk research (industry reports, BT annual report, press releases), organizational charts, executive profiling and psychometric reports on individual stakeholders.

Intelligence from the BT account team provided the clue to unlocking the account: they had no problem selling in point solutions, but being perceived as a discrete tech tool wouldn't offer ServiceNow the broader penetration and 'stickiness' needed. The team concluded that to push further they were going to need bucketfuls of knowledge, enthusiasm and advocacy from within BT.

Say hello to the C-Suite

Early analysis revealed that two members of the C-suite in particular would be crucial to the success of the programme: the CEO and CDO (Chief Digital Officer). In the case of the CEO, an external consultant was brought in, who was already connected to the CEO, and who was able to secure meetings using messaging narrative developed with the ABM team.

The team carried out psychometric profiling to find out more about the CDO; gathering insights on her personality that were subsequently used to tailor the tone and format of messaging.

Co-creating the ABM strategy with BT

The team used the ITSMA approach of mapping BT's objectives against outcomes that ServiceNow could deliver to create messaging for a manifesto, custom landing page, and 'Art of the possible' videos, to excite senior decision-makers about the impact a broader platform rollout could deliver.

A BT champion was identified, who became an honorary member of the ABM team. Working jointly on the collateral exposed BT to the potential benefits ServiceNow's joined-up proposition could have on customer service, employee satisfaction, cost-saving and sales.

The relationship built to such a point by late 2021 that BT were actively approaching the ABM team to ask for support in marketing to their own end customers, in order to position the ServiceNow platform as a reason to choose BT over the competition.

Business Results & Future Plans

Key achievements against the upfront goals to date are as follows:

1. Reputation
Co-create a value manifesto and amplify to BT audience of 500+ via internal BT channels – achieved
2. Relationships
Engage with 50 Customer Experience / IT / Operations decision makers – achieved
3. Revenue
Support and close \$3.7m CSM/ITX deal in Q4 FY22 – achieved
At the start of the programme pipeline stood at \$5.7m; it has grown 104% to \$11.6m.
4. Retention
Retain \$1.64m Customer Annual ContractValue – achieved

At the start of the programme, CACV stood at \$1.64m; it has grown 327% to \$7m.

BT announced the group-wide transformation programme in a press release, saying 'ServiceNow will roll out across all of BT Group as rapidly as possible, replacing 56 legacy applications, 76 different ways of implementing service processes, and forecast savings of over £25 million by 2027.'

The programme won an internal ServiceNow award for best account team and best CxO engagement in 2021.



TATA COMMUNICATIONS

Tata Communications

Leading In a Digital-First World - Global Thought Leadership Campaign

Summary

The unprecedented situation during Covid-19 pushed businesses to not only adapt to the new normal as quickly as possible but also re-think their digital-first strategies. We realized organizations were at different stages when it comes to being digital- first and prepared for such unprecedented situations. There were very few that were “ready” and the majority struggled as they tried to ensure business continuity.

As soon as the pandemic hit, we developed the Secure, Connected Digital Experience (SCDx) proposition to help enterprises advance to the next stage of their digital-first journey. However, our endeavor to understand our customers and their digital journeys didn’t end there and we decided to fortify our SCDx philosophy & storylines with an outside-in global and industry-specific point-of-view with a proprietary survey-based approach.

Our objective was to not only understand the businesses and their digital-readiness but also give them a forward-thinking view of the digital transformation and arm them with recommendations to help them become digital-first.

Through our CXO community, we tried to understand how their organisations have addressed the challenges adjusting to the new normal and what their digital transformation visions look like. We not only wanted to learn the global trends but also understand regional trends and how the new normal was different across industries. To gain outside-in global perspective, we launched a proprietary survey-based approach with 750 C-suite executives and 10 in-depth qualitative interviews with CXOs/Industry Analysts and Academicians.

As a result, we launched “Leading in a Digital-First world”, an international report and 4 regional reports (APAC, Europe, Americas, and India) which were amplified globally through a sophisticated multi-channel program.

Our research reveals why the leading firms are performing better than the rest. The research shows that companies with mature, digital-first operating models – The Digital Trailblazers (10%) – outperform the two less mature groups: The Digital Migrants (52%) which have made partial progress to digitalisation, and The Digital Aspirants (38%), which are still at the early stages of the journey. The analysis identifies three key strategies Migrants and Aspirants need to adopt to become Digital Trailblazers, i.e., Digital-First Mindset, Hyperconnected Ecosystem, and Digital Trust. Our perspective in the report reiterates the role of the identified strategies in delivering Secure, Connected, Digital Experiences (SCDx).

Program Execution & Lessons Learned

The initiative was a fine example of seamless and in-sync cross-team collaboration, after 10 months of tireless work to bring it to life. Every function worked seamlessly and in sync with the stages, which helped Tata Communications achieve outstanding outcomes. We strategized our outreach plan aligned to the Launch and the Sustenance stage. Each stage had a tailored messaging strategy and GTM plan.

The GTM plan was developed by leveraging industry best practices to drive results for both Launch and Sustenance phases. The launch plan was laid out keeping in mind the global report outreach in the Launch stage, introducing the key findings of the reports followed by regional report findings and delving further into global report findings and establishing ourselves as a Digital Ecosystem Enabler in the Sustenance stage. All Paid, Owned and Earned channels were leveraged to their full potential along with a comprehensive sales enablement program. This was further strengthened through on-ground and virtual events in different regions and a tailored CXO outreach program.

Business Results & Future Plans

Leading in a Digital-First world was a truly integrated campaign that involved contribution and seamless collaboration across all marketing functions. Designed as a thought leadership campaign, the program helped to build pipeline of over \$5Mn in less than 10 months. All the elements were crafted to build a campaign which strengthened our position as a Digital Ecosystem Enabler in the market.

This integrated program resulted in:

- 1900+ global media capture across 50 countries over 5Bn media website reach through
- \$5Mn sales funnel generated within 10 months of the program launch
- 1300+ global report downloads
- Over 407 CXOs engaged through personalized CXO programs
- 58K+ visits (500% achievement to target) to the microsite

The Digital-First world will require digital transformation across its ecosystem, hence near-real-time Uninterrupted Connectivity and Seamless Collaboration would be pivotal. Our upcoming thought leadership program Hyperconnected Ecosystem- Connected Workforce, Connected Customers, Connected Partners and Connected Things will address this topic.



Tech Mahindra

Curating a Multi Faceted Strategic Thought Leadership Custom Program to Drive Engagement with C-Level Executives

Summary

As the pandemic hit, the leaders at Tech Mahindra saw the urgency to navigate disruption by embracing digital technologies. This would be the opportune time to establish meaningful conversations across industries through innovative forms of content. While the usual longer forms of content like co-authored blog posts, articles, and whitepapers would be utilized, there would also be a deeper focus on newer, digital content forms such as social media live streams that would highlight real conversations with different leaders across global companies.

Leveraging its six-year partnership with The Trust, The Wall Street Journal's Custom Studio division, Tech Mahindra created an exclusive platform called 'In the Future' to engage its C-suite leaders and help drive the narrative forward for digital transformation in the post COVID-19 world. This culminated in Tech Mahindra building exclusive thought leadership content campaigns while participating in global events that catapulted brand visibility.

This plan was started before the pandemic had hit, wherein Tech Mahindra would:

- Provide in-depth analysis on the global business market and world of work: This was an industry-first collaboration with a leading international news conglomerate.
- Maximize awareness on tech's role in providing meaningful solutions to pressing issues: The C-Suite at Tech Mahindra worked with marketing teams to create clear call-to-actions on the need for embracing new-age technologies. Tech Mahindra created a provocative series of future-focused content.
- Be the leading voice of change in the tech transformation space: Tech Mahindra presented exclusive thought-leading commentary and expert insights from senior executives across global companies. In 2019, Tech Mahindra and The Trust launched a new campaign that allowed executives to test their organizations' performance against industry leaders.

Program Execution

In the Future: Future Shapers (Original Content Series):

With its launch in 2019, 'In the Future' portal became one of the major ways in which Tech Mahindra effectively established deeper connects with some of the most powerful CXOs in the world and strengthen customer relationships. The brand quickly disseminated real conversations exploring the impact of technology and more by leading industry journalists. From July 2019 to March 2022, the portal reported:

- 36 million total impressions
- 513,913 unique page views
- 550,369 total page views

Strengthening Tech Community Connections:

With Future Shapers, Tech Mahindra delved deep into insightful conversations around the topic of emerging technologies with senior executives from companies like Globe, Telefonica, Avasant, and Samsung. Through our multidimensional partnership, the brand:

- Engaged over 40+ customers leading to significant pipeline influence for the brand
- Conducted 24+ custom C-Suite interviews
- Accessed 1,000+ CEOs across 3x CEO Council summit
- Accessed The Trust's (WSJ) membership of 1200 CXOs+, facilitating multi-million-dollar business wins

Tech Mahindra was recognized as Corporate Influencer at World Media Awards (WMA) 2020.

The Efficacy Index (First-of-its-kind Benchmarking Study):

Tech Mahindra and Dow Jones Intelligence developed The Efficacy Index, a first-of-its-kind benchmarking tool that provides personalized insights on transformation efficiency and effectiveness.

- In the first three months, 4,162 respondents completed the 15-min survey and received personalized feedback
- From December 2020 to March 2022, this survey had a total of 92,625 page views, out of which 85,034 or 92% is unique page views

The Transformation Index (Bespoke Research):

By 2020, this research built on the Efficacy Index and supported Tech Mahindra's hypothesis that companies which had invested in digital technology found themselves better positioned to navigate the sudden disruption brought on by COVID-19. Since December 2020, the survey has garnered:

- 36,518 total page views
- 24,731 or 68% unique views

Leading from the Front at Exclusive Leadership Events:

With established thought leadership and tech connections in place, Tech Mahindra was taking the lead from the front across global stages – virtually and in-person –to discuss several pressing topics, including supply chain disruptions, growing inflation, and how to navigate the changing world of business.

- WSJ CEO Council Summit 2020 | Washington D.C.
- WSJ CEO Council Summit 2021 | Washington D.C.

Lessons Learned

The lessons learnt through these programs were critical for Tech Mahindra to ensure purpose-led conversations in the future as well, such as:

- Thought leadership must be grounded in the actual realities of the business
- Leading by example is the only way to make your audience listen
- Brand communication must keep pace with changing listening habits of the audience



Persistent Systems

Reinventing the Marketing Funnel with ABM

Summary

In 2021 the Persistent marketing team began their ABM journey by implementing a company-wide program focused on improving account management, retention, and satisfaction. Marketing partnered with the CEO's Office Account Excellence Team, Sales, Sales Ops and Client Partners to outline the strategy, business case and roadmap for an integrated company-wide ABM program which started with a concentration on 1:1, 1: Few and programmatic ABM. With the Persistent CEO and CMO sponsoring the program, ABM quickly became a strategic mindset shift that drove a deep change in how we plan and execute strategic marketing and build a much deeper connection with our clients.

The Roadmap

- Account Segments: We followed a phased approach for classifying 82 accounts in to (a) Mega growth (b) Growth platform (c) Large dormant.
- Pilot Program: We onboarded 6Sense as our ABM technology and began tracking intent data and first-party web insights through a Google Analytics customization to understand buyer sentiment and how to tailor messages to specific accounts. Next, we developed an ABM Pilot with a focus on "Top 16 Accounts" across different segments.
- Account readiness matrix: We created an account readiness matrix to help us identify account and geography-specific industries, solutions and offerings. This matrix also provided insights on content needs and gaps.
- IT, Sales and marketing readiness and coordination: We aligned with IT, Infosec and data processing departments, sales operations, and the account excellence team to assess impact, complexity, and the implementation of a marketing and sales tech ecosystem. We also assessed resources and budgetary requirements.
- Instilling ABM culture across teams: We ensured that ABM insights were understood, leveraged, and acted upon to move accounts further down the funnel. We also continued the land-and-expand strategy by adding contacts where and when needed and to guarantee a seamless hand-off to sales to open opportunities.
- Failing fast and learning fast: Failing fast requires a culture where the team has the freedom to fail as it can learn something from each failure and subsequently manage to succeed faster.

Milestones:

By leveraging marketing automation at the intersection of technology, creativity, data, and insights, we have empowered marketing to translate data into decisions and create enterprise experiences that have outsized impact on business outcomes.

We have witnessed up to a 50% increase in our win rate by adopting personalization and contextual targeting to 360-degree integration and making every touchpoint of marketing, communication and strategy more personalized.

By personalizing the content strategy and putting data to work contextually, our approach, together with marketing automation, led to better customer experiences, increased loyalty, greater customer value and industry-best ROMS (Return-on-marketing-spends).

Business Results

Integrated marketing technology enables our teams to harness the power of data and be proactive in building customized campaigns. This helps us strengthen relationships with new and existing customers and support pipeline growth. Unleashing the power of data and analytical tools help us:

- Improve account reach
- Build brand awareness
- Increase revenue growth
- Drive customer engagement

Future Plans

We implemented a fully orchestrated, multichannel strategy with a data-driven approach relying on technology to improve processes. Today, we can make informed decisions, augment our go-to-market strategy, optimize campaigns, accelerate our processes, and collaborate more efficiently across the organization.

Starting with clear objectives, we had defined the success metrics at the very beginning. We conducted frequent check-ins to assess, optimize or re-prioritize tactics or messaging as required. This resulted in the overall program exceeding pipeline revenue goals by 186%.

This year, we have increased our coverage to 35 accounts (110% growth). We've also engaged an external agency to accelerate the execution and scalability of the program.



IBM

IBM Top Account Marketing: A Customized Approach to ABM

Summary

Dedication to our clients' success is a core value at IBM. We integrate technology and expertise – from IBM and a growing ecosystem – to meet the urgent needs of our clients who see hybrid cloud and AI as crucial sources of competitive advantage. A critical part of our strategy has been revamping our go-to-market to align client-focused roles at our most committed clients, including client engineers, technical architects, and a newly created marketing specialty: top account field marketers.

Program Overview

We see top account field marketing as its own discipline and not a job done by a marketing generalist. To this end, we created a new senior-level job role within marketing including role descriptions, a defined skill set, enablement journey, and career pathing examples so that our field marketers can truly differentiate themselves from other marketers. Our program went from design to full execution in just one fiscal quarter, including the hiring and onboarding of 50+ ABMers across all geographies.

Program Execution

& Lessons Learned

We have leveraged ITSMA to build up the skills of our account field marketers to be more focused on growing the business, being a strategic partner to sales, and providing deep client understanding to inform our marketing execution choices.

In fact, we extended our education efforts with an “observer” program with ITSMA to further embed account-based marketing awareness and understanding across the organization.

Successful elements of our approach include:

- Advanced client insight and behavioral capabilities including in-depth executive profiling, AI-based demand sensing, and client research
- Investment in a centralized program team that drives the education roadmap, community building, plan management, and tooling support
- Active account planning participation to help set strategy and objectives
- Real-time client interest triggers that field marketers use with sales to provide guidance to improving ongoing client conversations
- Recognition and celebration of successes to foster innovation and best practice sharing among the top account field marketers
- A comprehensive web portal that serves as a one-stop shop for all things related to the ABM journey. From onboarding, enablement, and community, through engagement, and performance evaluation tools, the portal provides an all-encompassing toolkit to set our ABMers up for success.

Our account field marketers are now a vital network of practitioners who bring inspiration and creativity to our client selling teams. They are empowering IBMers to be the catalyst of progress for our clients as they pursue digital transformation.



Ericsson

ABM on a mission: How Ericsson accelerated adoption of 5G in the LATAM region

Summary

Ericsson, the Swedish multinational networking and telecommunications company, has been a major contributor to the development of the telecommunications industry and is one of the leaders in 5G.

This ABM campaign aimed to accelerate understanding and adoption of 5G amongst Brazilian telco operators, Claro, TIM and Vivo, when all three were fully focused on monetizing investments in 4G. In addition, the campaign sought to help educate the Government to hold a 'spectrum auction' that was not focused on revenue generation.

The campaign, targeting these three target accounts, was key to generating awareness, driving adoption and allowing Ericsson to identify, and partner with, both customers and Government Ministers (including the President of Brazil) to educate and remove barriers to accelerated 5G adoption in the LATAM region.

This program resulted in a spectrum auction that became regarded as one of the most important auctions in the world. The lack of focus on revenue generation by the Brazilian Government paved the way for a predicted marketing-influenced pipeline of billions of dollars per year.

In 2021, the main challenges for Ericsson were:

- 5G auctions in Europe and the US were very expensive for operators. They needed to pay a large fee to have access to the spectrum, and there was a concern that the Brazilian auction could be costly too. The more operators pay the Government for spectrum, the less CapEx they will dedicate to building infrastructure (infrastructure is Ericsson's business)
- Operators in Europe were taking a reactive approach toward the 5G rollout due to the lack of use cases and a belief that the return on 5G was lower than the cost of capital. Since LATAM is very influenced by Europe (Vivo is controlled by Spanish Telefonica and TIM is controlled by Telecom Italia), this was a significant threat to Ericsson.
- Aggressive competition: Ericsson had been the market leader in RAN in Brazil until 4G, and there was a belief that traditional competitors, Huawei and Nokia, would attack its market share in both 5G RAN and 5G Core.

Based on these challenges, Ericsson decided on a 1:few ABM campaign for two key audiences:

- Primary audience: Target accounts = Claro, TIM and Vivo. Goal to position 5G as a key technology enabled for customer success, while at the same time introducing 'first mover' benefits.
- Secondary audience: Governments in the LATAM region, supporting the pathway to a positive, non-revenue generating, 5G spectrum auction in Brazil.

Here is how the 1:few program was executed:

ABM Pillar 1: Success for Ericsson in Operator RFP decision making process

Ericsson needed to demonstrate the potential of 5G, using its infrastructure, to both the region and their customers.

ABM Pillar 2: Education and awareness building around 5G monetization opportunities

In order to support operators, remove barriers for the accelerated adoption of 5G and, ultimately, influence the CapEx allocations, Ericsson launched a 5G monetization campaign to Claro, Vivo and TIM, including both digital and face-to-face components.

ABM Pillar 3: Proofs of concept

Stepped up trials and Proofs of Concept with Ericsson accounts' top customers because of the 5G auction and RFPs.

ABM Pillar 4: Activities to engage and influence Government

In order to make an impact, and reflect the importance of the campaign, Ericsson engaged senior Government officials, including the President of Brazil, Jair Bolsonaro, as well as the Minister of Communications, Fabio Faria, to carry out a series of high profile educational events and activities.

Business Results & Future Plans

In November 2021, the 5G auction went ahead with no revenue-generating agenda, achieving the goals of this ABM program. This was a huge result and meant that operators in Brazil will now be able to invest more in rolling out networks — benefiting not only the technology industry, but society as a whole. This outcome will also fuel strong business results for Ericsson in the short and medium term.

Claro, Vivo and TIM were the main players in the spectrum.

The spectrum auction was the largest in the world to date and recognized as one of the most important. This has a direct result on revenue as it stimulates operators to invest more in 5G equipment.

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ABM on first name terms

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1. Reputation



Avanade

Building an Authentic Employer Brand to Boost Recruiting Success

Summary

The Internet didn't invent liars and con artists, it just makes it easier for them to prosper. When it comes to dating, shopping and even looking for a job, it's tough to know who to trust. And yet online is increasingly the best (and only) source for matchmaking, purchases, or new careers.

Like most global technology companies, Avanade uses online recruiting to meet high demand—a projected 7,500 people in 2022 (compared to 2,000 in 2020). But it's not just about finding the right skills—the Recruitment Marketing team looks for people with growth mindsets who are eager to engage in Avanade's culture of innovation, inclusion and diversity, and authenticity.

Avanade's culture of authenticity distinguishes the company from its competitors and helps identify people most likely to succeed in a unique environment. That's why Avanade's 5-year strategy included expanding the corporate brand with a compelling employee value proposition (EVP) as a recruiting and retention tool.

As a global organization with an established and dynamic brand, Avanade has teams and processes in place to create a brand extension. The Employee Value Proposition (EVP) tapped into the insights of Avanade employees with research, reflection, testing, and iteration. Avanade's creative design studios created look and feel of the brand's expression, as well as tools for employees to apply the EVP and launch activities.

The centerpiece of the EVP is the strapline: "Together, we go beyond." "We" stands for teamwork and collaboration. "Together" we move forward and grow and push boundaries that takes us "beyond" our current state into new possibilities for our people, clients and communities.

Early on, the brand, HR and creative team agreed that imagery for the EVP would be focused on real employees. Storytelling is intrinsic to the EVP, giving Avanade people from all over the world and all levels of the organization a voice to share how they relate to the new EVP.

Recruitment marketing launched a renewed online presence—including an overhauled Careers section—in February 2021. Content featured a distinct look, feel and message around its employees and candidates with a consistent and compelling narrative around what it's like to work at Avanade.

Real employees telling actual stories add authenticity to the narrative.

One hallmark of the EVP's power is the enthusiasm with which Avanade people engage sharing their experiences. Pre-built templates invite people to add images and customize the strapline "Together we..." The Talent Acquisition lead contributed the hashtag #avanadeproud, which, combined with #workatavanade, is included in posts across social media platforms every day.

COVID made it difficult to develop a visual look and feel centered on employees when the 50,000+ Avanade workforce was all remote. In response, Avanade coached people through in-home photo shoots and invited them to upload high-quality original photos to the brand image library. Studio photography might have yielded more consistency, but the variations in employees' images reinforce the authenticity of the EVP.

Business Results & Future Plans

While brand effectiveness is an intangible and difficult thing to measure, these results indicate that Avanade is on the right track:

- LinkedIn paid promotion resulted in...
 - 3.6 million impressions, 3.8K clicks, 1,160 applications – cost per application <\$5
 - 54K video views, 974 clicks, 168 applications – cost per application <\$17
- Avanade's CPO launch blog post got 70K impressions, 1,206 pageviews on blog post, 403 clicks, 35 applications—cost per application = \$25
- 33% increase in total applications in the 90 days before vs after launch
- 33% increase in career site and job page views in the 90 days before vs after launch
- A 'Moments that Matter' campaign invited employees to share their perspectives. Posts around Black History Month, International Women's Day and Ramadan resulted in 955K impressions, 3.5K page views across 11 blog posts, close to 8K clicks and +500 applications.
- Avanade is 2nd among 9 competitors according to Glassdoor ratings (4.2/5), 1st in 'Inclusion & Diversity' (4.6/5), 2nd in 'Work-life Balance', and 2nd in 'Culture and Values'.

Nearly every technology and professional services company claims that "people are our greatest asset." Avanade turned to its people as an invaluable asset for creating an employer brand and EVP that resonates; one that is both a reflection and aspiration of its workforce.



Infosys

From Cloud Chaos to Clarity: Making Infosys Cobalt the pre-eminent Cloud Services Brand

Summary

Even as the cloud grows in strategic relevance for companies, capturing the full extent of its promised value remains a struggle for many businesses. And this mission of enabling the cloud-powered enterprise, leading them from cloud chaos to clarity, was an inspiration for Infosys marketing to launch a cloud services brand – perhaps the first in the industry. In August 2020, Infosys launched Infosys Cobalt – a powerful set of services, solutions, and platforms for enterprises to accelerate their cloud journey, a force multiplier of cloud-powered enterprise transformation for enterprises – navigating them from cloud chaos to clarity.

Program Overview

Building the Infosys Cobalt brand needed completely different thinking. It was paramount for marketing to have clients convey to the world how Infosys Cobalt transformed their enterprise, how external influencers viewed the brand in terms of delivering value to customers, sharing what the brand stood for within the company and creating brand ambassadors across the board, and much more. Building credibility around the value promised during the launch of Infosys Cobalt was the way forward.

Program Execution & Lessons Learned

The marketing team centered around building credibility, leading in media share, driving thought leadership content, and converting these into engagement, awareness, and leads shifting to marketing pipeline dollars while tracking marketing-spend-to-sales rate. Small crack teams were formed across marketing, each dedicated to driving various elements of the brand with razor-sharp focus and tweaking the strategy for each group based on the results. Focus tracks included:

- Digital Campaigns – Deployed full-fledged digital campaigns to build brand awareness and drive engagements across strategic clients and ABM accounts. Marketing gamified the role of brand ambassador amongst employees to amplify Infosys Cobalt social promotions across their networks.
- Thought Leadership – Created unique, differentiated thought leadership to establish brand mindshare. The Infosys Cloud Radar 2021 report was an example of unique and robust thought leadership asset that enhanced market outreach and strengthened brand recall for Infosys Cobalt.

- Media outreach – Created over 200+ media assets, including bylines, articles and press releases that helped Infosys Cobalt stay on top of mind recall from a share of voice perspective. Forbes, one of the top business publications, featured exclusive Cobalt success stories from 15 clients. Infosys Cobalt partnered with MIT Technology Review, and launched 'The Cloud Hub', an exclusive thought-leadership forum that offered rich insights on cloud-led digital transformations. The hub now features over 35 client and partner stories.
- Client advocacy program – Client perspectives played a crucial role in positively cementing the brand of Infosys Cobalt. Since launch, Infosys Cobalt Stories now feature over 65+ public client testimonials, sorted by industries and outcomes.
- Internal evangelization – Continuous internal evangelization campaigns helped drive significant internal mindshare. An example is 'Cobalt Days,' a dedicated internal event spanning five days that included 30 Sessions and 50 internal and external speakers.
- Launching client focused programs that build visibility for Infosys Cobalt. An example is the Infosys Cobalt World Tour series - a series of client-engagement events convened globally, to drive and deepen Infosys Cobalt conversations.

The most significant outcome was the institutionalization of the marketing and sales campaign approach.

Knowledge and best practices guidelines were distilled into playbooks, making it easy for other campaigns to build upon and scale up rapidly by leveraging learnings from the Cobalt brand marketing programs.

Business Results & Future Plans

Infosys Cobalt has now grown into a full-fledged flagship, cementing marketing's position as a strategic partner to the business, driving growth and revenue. Infosys Cobalt was the cover story of the Infosys Annual Report 2020-21, featuring client stories around Infosys Cobalt and narratives from Infosys executive leadership. Marketing efforts in building and launching the brand and post-launch campaigns influenced a sales pipeline of \$1.76 billion.

The marketing approach adopted by the Infosys Cobalt marketing team has completely transformed what marketing can deliver and positioned marketing to be a strategic growth driver for Infosys. In January 2022, Infosys was Named the Fastest-Growing IT Services Brand in the World; Among the Top 25 Fastest-Growing Brands across Sectors Globally, and Infosys Cobalt was recognized as a key differentiator – as quoted in the press release, "The rise of Infosys Cobalt as an industry-leading cloud services brand, in just over a year, to help enterprises seamlessly and securely accelerate their journey to the cloud, is a good example of Infosys' focus on nurturing market-relevant brands."



Kyndryl

Building a Service Brand with Heart for the World's Largest Start-Up Company

Summary

In November 2021, the newly independent Kyndryl was formed after being spun-out from a legacy IT organization. On day one, Kyndryl became one of the largest IT services companies in the world with a global employee base of almost 90,000 professionals servicing over 4,000 industry-leading customers globally.

The challenge Kyndryl faced was to build a new brand at scale, while keeping the mission-critical operations of existing customers running, during a pandemic and the Great Resignation. A new culture and identity had to be created, one that would set Kyndryl apart from its historic origins and the competition. The brand had to be inspiring and energizing for all employees, and it had to convey confidence and credibility with customers.

From the very beginning, brand was seen as a foundational element of the company. A curated set of brand assets were developed that would inform employees about Kyndryl's purpose and how it would show up differently than the previous organization.

The Name

The word "Kyndryl" combines the words kinship and tendril. Together, it represents the core of Kyndryl's purpose – to build strong relationships with their employees, their communities, and their customers, and to work towards growth and progress in all that they do, together.

Brand Strategy

The components of the brand strategy are the brand core – brand purpose and idea, brand beliefs, and brand narrative. The strategy drives the Kyndryl brand identity and how they engage with the world.

Brand Elements

Kyndryl's colors, typography, patterns, and photography style are key parts of the brand's unique visual identity. The signature brand color – Warm Red – sets them apart in a technology industry swimming in blue. The brand imagery is full of greenery, evoking growth and vitality.

As a services company, the employee is how a customer experiences Kyndryl, therefore it was critical to create a positive emotional connection between employee and brand. The employee experience was the focus of Kyndryl's brand-building activities.

- Employee received "Kinship Kits" on their first day, with a welcome letter from the CEO and branded merchandise.
- A tree was planted for each employee, in recognition that employees are the roots of the new company.
- Kyndryl social media "Meet the Kyndryls" campaign features employees from around the world and what they do at Kyndryl, highlighting their expertise.
- The day Kyndryl listed on the NYSE, all employees were recognized on the Kyndryl social media post "Network of Gratitude", which encouraged employees to thank the people that helped them get to launch day.

Creating a new corporate culture at Kyndryl was necessary to differentiate the company from its past and move it forward into the future. A fresh, positive culture would help attract top talent in a very competitive market and retain the rockstars already there.

- A 3-day digital "Culture Jam" invited all employees to share their ideas on culture, values, and behaviors.
- "The Kyndryl Way" was developed, a simple framework that clearly identifies the behaviors Kyndryls will lean into.
- Local community tree planting events brought employees together, reinforcing that service, community and sustainability are tenets of the brand.

Kyndryl employees are excited to be a part of this unique moment, and it's important to channel their energy in ways that build the brand up, not tear it down. Some of the initial lessons learned:

- Develop branded merchandise and digital assets so everyone can feel like they are part of the team.
- Create social moments that are easy to participate in authentically.
- Build reusable templates and frameworks to help people stay "on brand".
- Communicate and educate. Repeatedly.

The results of the work done to establish the brand with the employees paid off during our launch:

- Online Share of Voice +15pts
- Net Sentiment +10pts
- Visits to Kyndryl.com +75% daily views
- Employee participation of NYSE launch +30,000
- Global Media Coverage 95% positive sentiment

The creation of a company of size and scale such as Kyndryl is rare. The COVID pandemic and the Great Resignation changed the game, and Kyndryl had to write a whole new brand playbook. The launch of Kyndryl will be a case study on brand building for the digital era.



Epcon Franchising 10 Challenges Campaign

Summary

The homebuilding industry has historically been slow to adopt new technology and integrated multimedia efforts, even if marketing campaigns that provide an omnichannel experience deliver the best engagement and conversion. The 10 Challenges Campaign was a multi-year project born out of a need to address the top challenges home builders face and communicate the solutions. These 10 challenges are:

- Land
- Margins
- Competition
- Materials
- Labor
- Financing
- Marketing
- Sales
- Work-life balance
- Government

Program Overview

As a company that assists home builders, land developers, and real estate professionals to scale their businesses and diversify their portfolios in the 55+ homebuilding market, Epcon Franchising offers solutions to these challenges.

After the 2008 housing crisis, sales of new Epcon franchises stagnated with an average of three to five new franchises being awarded each year. The Epcon Franchising sales team needed new resources to educate home builder prospects on the unique opportunity Epcon provides to help them expand into the underserved and potential-filled 55+ housing market.

In order to fully understand the current challenges home builders were facing, we had to talk with them directly. We sent out email surveys and conducted face-to-face interviews to collect first-party data, as well as made a significant investment in capturing filmed builder stories during our annual Epcon National Conference.

We interviewed seven subject matter experts in our 35-year-old homebuilding organization and nine of our existing Epcon Franchise Builders from markets around the country, asking them to address each challenge and how our solutions helped solve them.

The information gathered was used to create a series of blog posts, social media posts, emails, videos, podcasts, and a 36-page eBook. For the print version of the book, QR codes were implemented alongside pullout quotes from builders that link directly to their interview content. A landing page was created to access the gated content and as a follow-up to the download, prospects are automatically enrolled in a workflow which sends them additional content about the benefits of a homebuilding franchise, why builders should franchise now, and the market need for age-targeted housing.

Program Execution & Lessons Learned

The book was distributed at an international conference we attended earlier this year, where our sales team conducted a panel session with two of our highest-performing Franchise Builders around the topic of the 10 challenges specifically. A recording of that session is now on the campaign landing page.

At a time when the homebuilding industry was performing well and sales were at an all-time high, bringing light to the challenges home builders face was a bold move. While direct competition to our franchise model is low, we are still showing ourselves as a leader in our niche:

- We've signed 50 new Franchise Builders from the period of January 2020 to May 2022, an over 200% increase in our network from December 2019
- We've tracked over one-third (34%) of these 50 new builders as coming directly from organic marketing efforts which heavily included the 10 Challenges Campaign content
- We've added five new positions to the Epcon Franchising team since January 2020, over 50% growth

Business Results & Future Plans

The 10 Challenges Campaign did not come without its own set of challenges. One of the biggest roadblocks was the execution of the video interviews. The audio for the podcasts was corrupted during the filming process and had to be redone in a production studio afterwards. We went through many rounds of revisions with the videographer, even mocking up samples from the footage to help them truly understand our vision. We also went through a marketing agency change during this campaign and had to quickly ramp up our new vendor partner to coordinate the design of the book to match our recently elevated branding.

The success of our business ultimately depends on our ability to recruit, onboard, and continually serve our national network of builders. Our campaign efforts provide a framework that can be built upon far into the future, as our sales team is now equipped with marketing assets and materials to provide confidence to builders with regards to whatever challenges they might be facing.

The goal of this campaign was to create an interactive experience for prospects in an attempt to change the thinking of an industry where word-of-mouth, referrals, and a strong sales team are viewed as the best ways to reach a target audience. The 10 Challenges Campaign nurtures prospects on their journey to becoming an Epcon Franchise Builder, and it's this thought leadership that will continue to grow and amplify our network of home builders nationwide.



Bombora

Bombora's "Essential Intent Data Guide" becomes a must-read for B2B marketers faced with the challenge of growing revenue

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