

HOW TO GET TECHNOLOGIES SOCIAL

Success story of a technology
supplier who applied
our Social Appending services

C A S E S T U D Y

Abstract

The social media column in business databases has gradually started grabbing the importance it deserves. Until recently, businesses generally preferred to reach their target prospects through authentic and tested techniques of telemarketing and email marketing. This, of course, has the advantages of low resource management and enablement of repurposing existing infrastructure. Decision-makers' choice of a tried and tested (and comparatively cheaper) marketing strategy is clear and understandable. But it's not just about reaching prospects. The process of personalized marketing campaigns merely begins with this.

In the era of mobile marketing and customized services, personalization is the key to engaging and converting a prospect... Average people spend most of their mobile minutes on their top three phone apps. Two - out of these three apps are of social media for the majority. While businesses are busy updating their websites, prospects are getting their related product/service news and feedbacks directly from respective users of the same



products on their social forums. Social media marketing is the best platform to gauge and analyze customer behavior and launch a personalized campaign.

Extracting marketing ROI from Social Media is easier, this is why:

- » **This is where prospects spend most of their time.** Chances of noticing a marketing feed is much higher here.
- » **Social media is the online comfort zone of users.** It's easier to strike a personal chord and get a conversation going.
- » **The numbers of social media users in a particular network is far higher than all niche business forums combined.** There is a significant increase in target audience numbers on social media.



Apart from these, research studies also suggest that the surge in marketing activities on social media social networks has recently caught in trend. Marketers can still cash in on the early bird advantage.

And that is exactly what we suggested for a US technology firm recently and helped it to crack a massive quarter target. Below is the success story!

The Client

The client is a technology supplier based in Seattle, USA. The company's clients are majorly IT services and computing solutions providers. It provides the latest technological solutions, customized to suit the industry. The decade-old corporation also acts as a consultant for similar types of requisites, and connects clients to the best kind of services available.

To enhance client satisfaction, the consulting executives require their customer and vendor databases to be fresh. This keeps both the ends of the chain clean and up-to-date. Clean and fresh contact details helps the company to communicate faster and meet client demands in time.



Challenges

The client was due for their quarterly prospect list brush-up. Their regular data management vendors had reviewed their pricing policies and had failed to match up to the growing requirements. The client was in look out for a vendor who can provide proactive solutions and operate more like a business consultant. That's where we came in.

Client Requirements – their brief

- » Regular Database Management and Maintenance (Data Cleansing services, Appending, Verification of old contact details through telephone and email)
- » Specific requirement of Appending the 'telephone contacts' field in their prospect database.
- » Digital Marketing Services to launch targeted campaigns of their technological solutions for the next quarter



Challenges – Our Team Report

Apart from the above requirements, our specialists highlighted a few challenges that should be addressed:

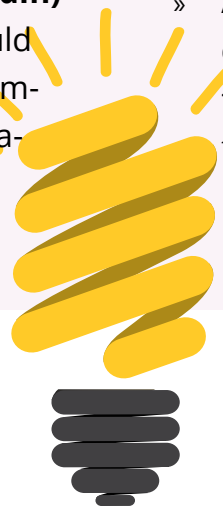
- » The client was on a strict deadline. The time for garnering results from a detailed marketing campaign strategy was too less.
- » The client had a limited understanding of their prospect needs due to lack of data analytics.
- » There was a huge scope for improvement in the clients' communication model with their customers.

Our Solutions

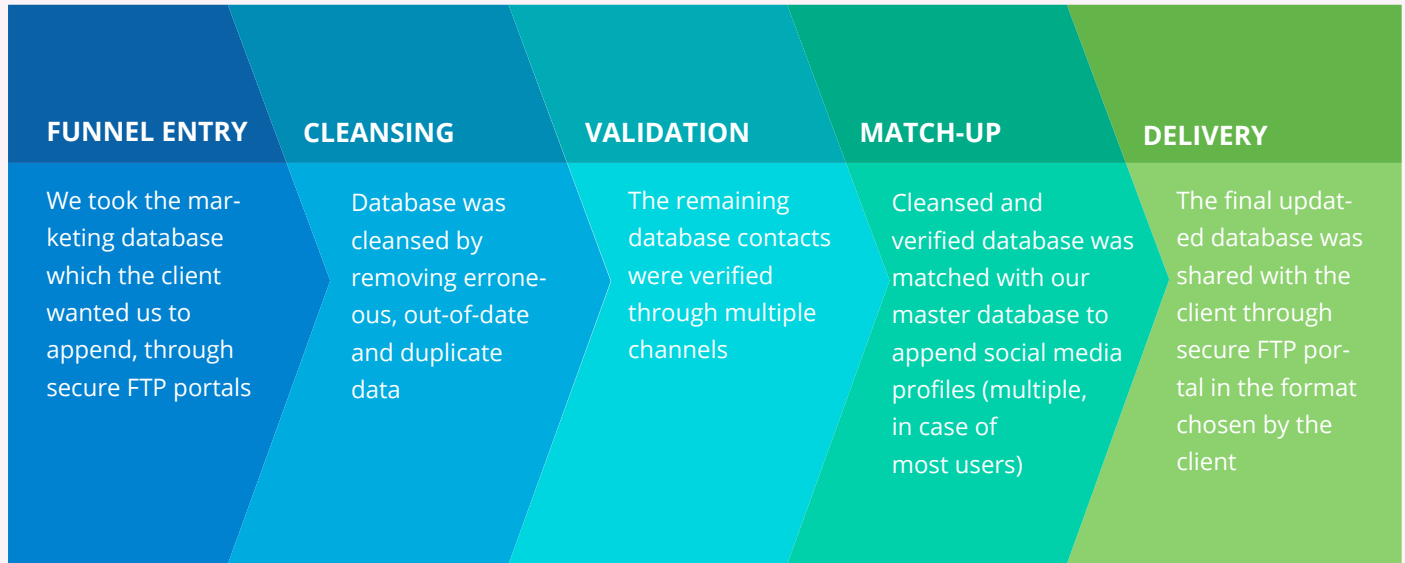
Social media networks are amongst the most popular online destinations amongst marketers (more than 6 hours per week, as per HubSpot statistics) and technology clients throughout. With professional networking sites like LinkedIn, finding our client's prospects and connecting through personalized messages is faster and more effective. **Our expert analysts' suggested data append to the client database with social media (specifically LinkedIn) addresses of the prospects.** This would enable them launch better targeted campaigns and establish stable communications with vendors and prospective customers alike.

How LinkedIn Validation Would Help the Client – Our Expert Report:

- » **Out of all social networks, LinkedIn members have the highest consumer buying power index.** This would remove the restrictions of price-based product promotions for the client.
- » **LinkedIn members are one-and-a-half times more likely to engage in a conversation.** Costs of personalized messaging would be reduced for the client on social media networks because of enhanced customization options present by default.
- » **LinkedIn members are willing to pay almost twice as much for the brands they trust.** Pitching innovative and sophisticated business solutions was possible because people were willing to pay for it.
- » **Consumers trust information on LinkedIn twice as much as they trust content on other social networks.** Email and tele-marketing validation was no longer required for the client that also helped to save costs.
- » **A LinkedIn profile field can benefit any company, across all business sizes, sectors, and industries.** With this information, the client could expand its domestic target base to twice its original size and even market their products overseas.



5-Fold Implementation Process



Results

Appending the LinkedIn Profiles worked wonders for our client! The following quarter results witnessed an all-time high.

Increase in Relevant Customer Communications



The semi-formal tone of communications on the social media platform made it easier for existing customers to talk openly about their grievances. The new social media grievance address forum was a great idea as not many companies had

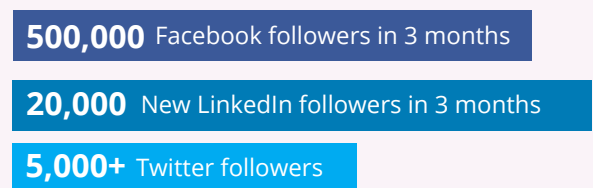
this feature for their own products. This reduced customer complaints and also invoked organic engagement amongst customers. The discussion forum also invited new people to join in, resulting in increased conversions based on genuine interest for the client’s products/services.

Higher Target Engagement in Campaigns

Email Campaign Click-through Rates:



Social Media Pages:



Highest Shares on a Single Post:



226



483



349
Re-tweet

The social media page links in emailers witnessed the highest number of clicks in the company' history. Equal amounts of reciprocation from respective social pages and latest updates authenticated reader interests. An organized social media campaign strategy helped attract viewers individually from the pages. The effort in total resulted in higher reach and engagement from the target group.

Expansion of Target Group adding to Client Revenue

Quarter target for Sales:

1380

Addition of Revenues:

\$1.2 million

The expected global expansion of our client's customer-base was successful. The aggressive promotion strategies of the client, combined with the data we provided helped them to fetch international players. As a result, our client is now serving in three additional countries. Simultaneously, the giant quarter sales target of the client was also achieved, and added \$1.2 million USD from fresh sales in the process.

Conclusion

The Social media appending and validation helped clients in understanding their target audience better. This translated into better campaigns, and better offers that reflect customer interests. The client reduced marketing costs with a single stroke, and the turbulent void created by losing out an important vendor turned out as an "opportunity to try something new".



“The best opportunities come from the most uncertain circumstances. Today, at our annual meet, I could easily say that the partnership with your company was one of the best things that happened in the last quarter.. Social appending worked very well for us and numbers don’t lie. Looking forward to a long-lasting partnership with your brand”

