

Client Engagements – Digital Marketing Campaigns



Objectives

SAP SEA wanted additional net new names for the Business One Product targeted at SMEs.

These net new names had to be BANT qualified and subsequently passed on to the sales team for follow up.

Problems

How do you drive a ton of net new names for your sales team to follow up on?

Cost per Lead = \$1,000!

Not enough new names entering the top of the funnel!

B1 Buyer

Everyone in this picture is an owner, MD, president, CEO

Different problems, but they all want to bring their family business up to speed.

“Can I use mobile to modernize my father’s business?”

“How can I make my family business more nimble?”

03



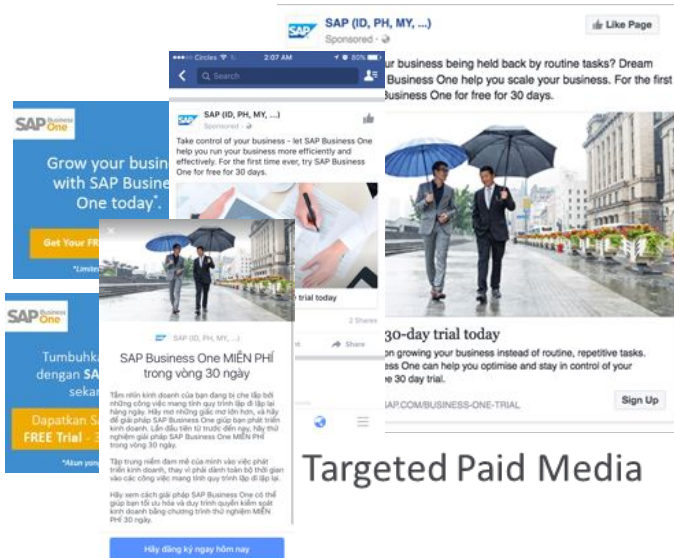
“How can I grow my granddad’s legacy?”

Demand Creation

SAP B1 Trial Campaign

Email Nurture Flow

04



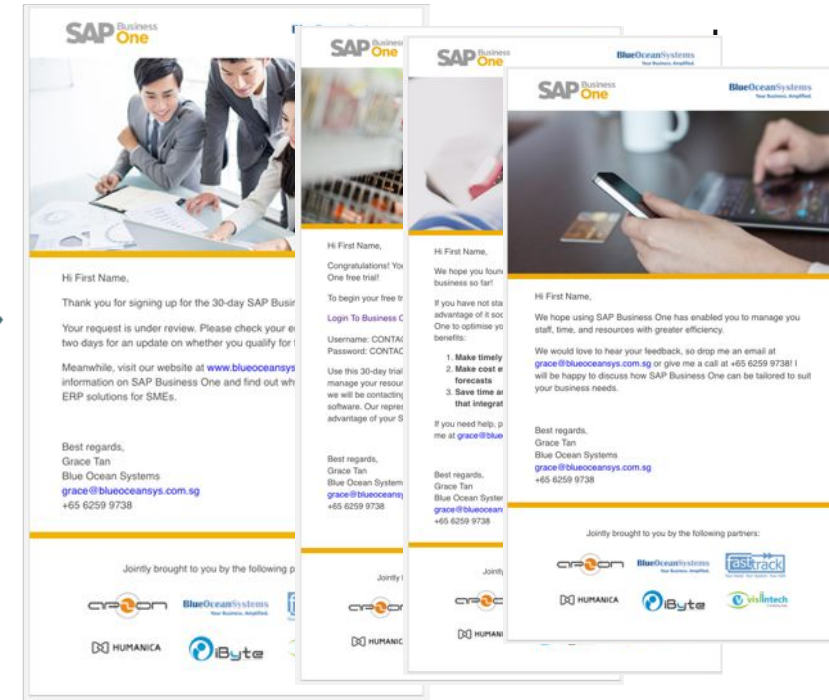
Targeted Paid Media



Relevant Landing Pages



IMR Phone Verification



Partner Follow Up



SERVICE STACK



Strategy Development



Campaign conceptualization



Implementation



Media

Results

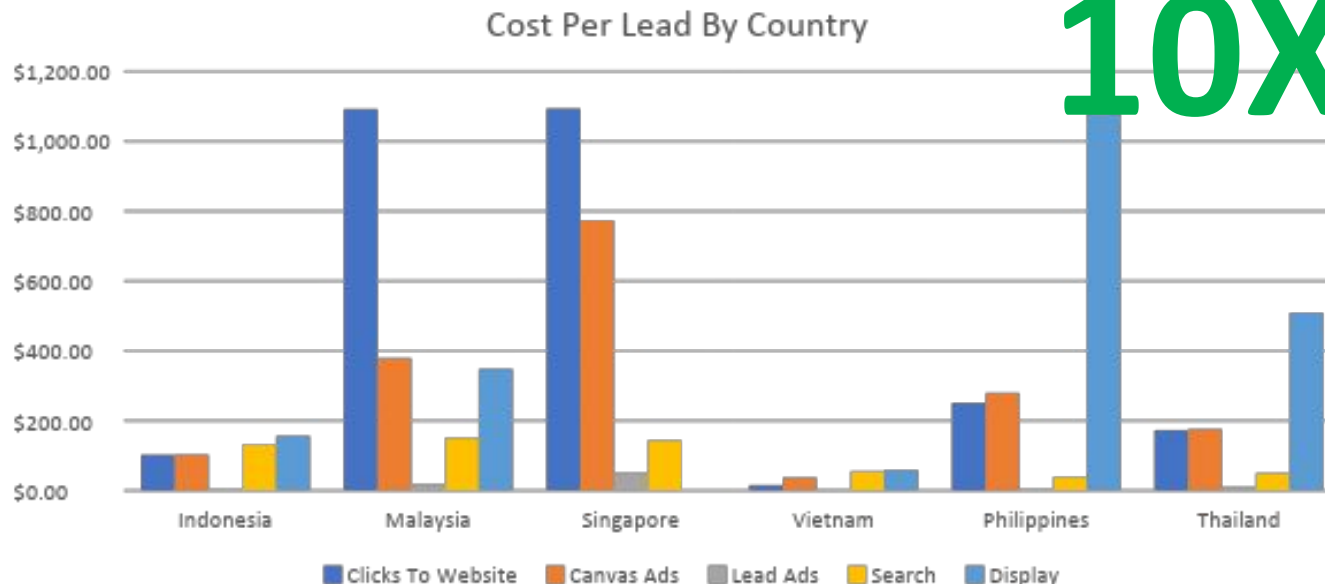
05

3,702
Net New Names

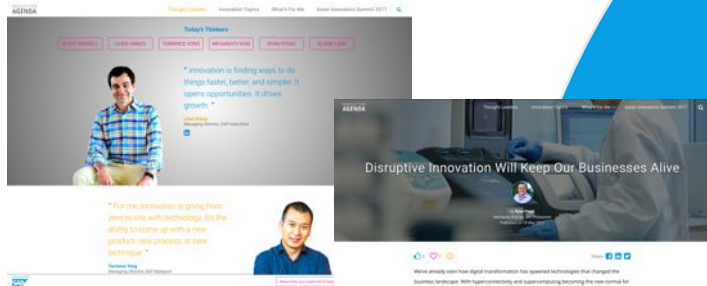
Cost Per Lead
\$108.38

Cost per Lead
\$1,000

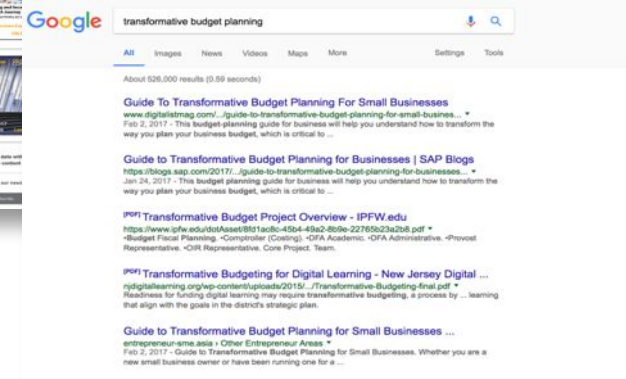
10X Better!



Reputation Thought Leadership Blogs Long form Content

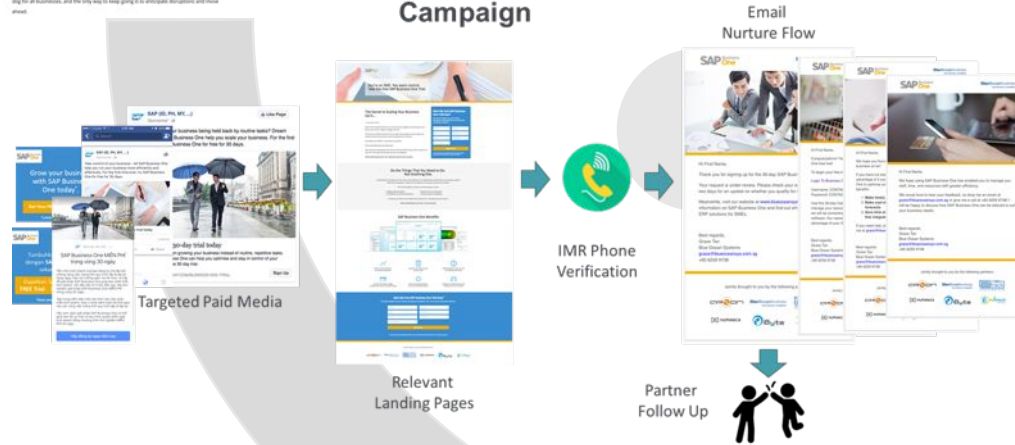


Reputation SEO



06

Demand Creation SAP B1 Trial Campaign



Demand Creation Event

