

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?"**

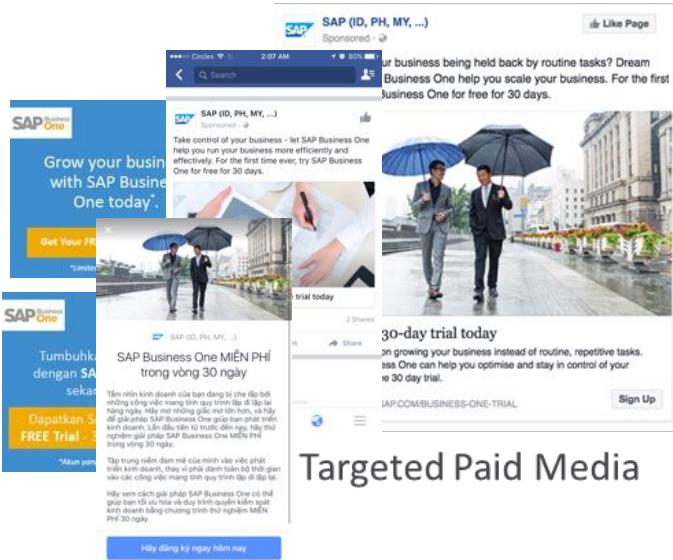
**"How can I grow my
granddad's legacy?"**



Demand Creation

SAP B1 Trial Campaign

04



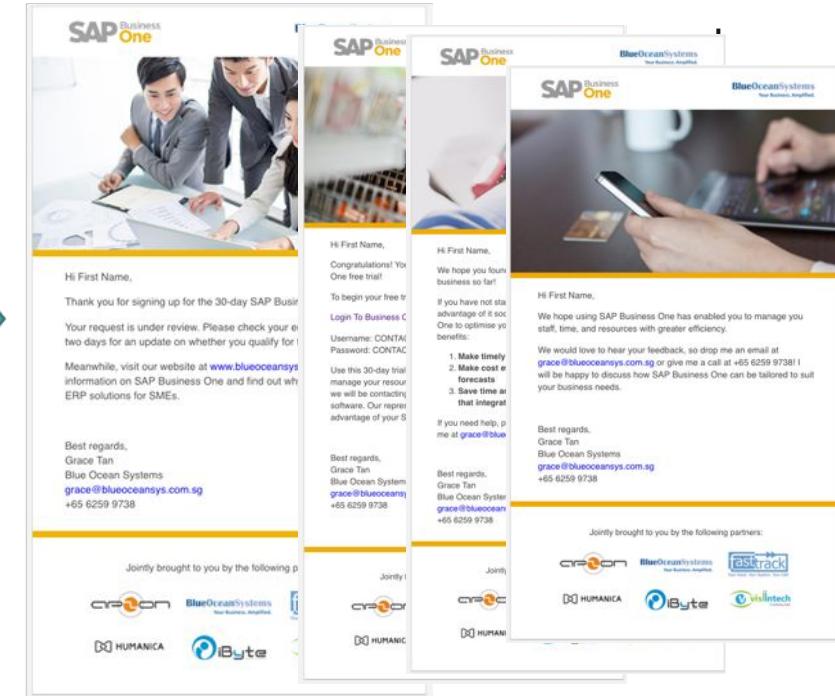
Targeted Paid Media



Relevant
Landing Pages



IMR Phone
Verification



Partner
Follow Up



SERVICE STACK



Strategy Development



Campaign conceptualization



Implementation



Media

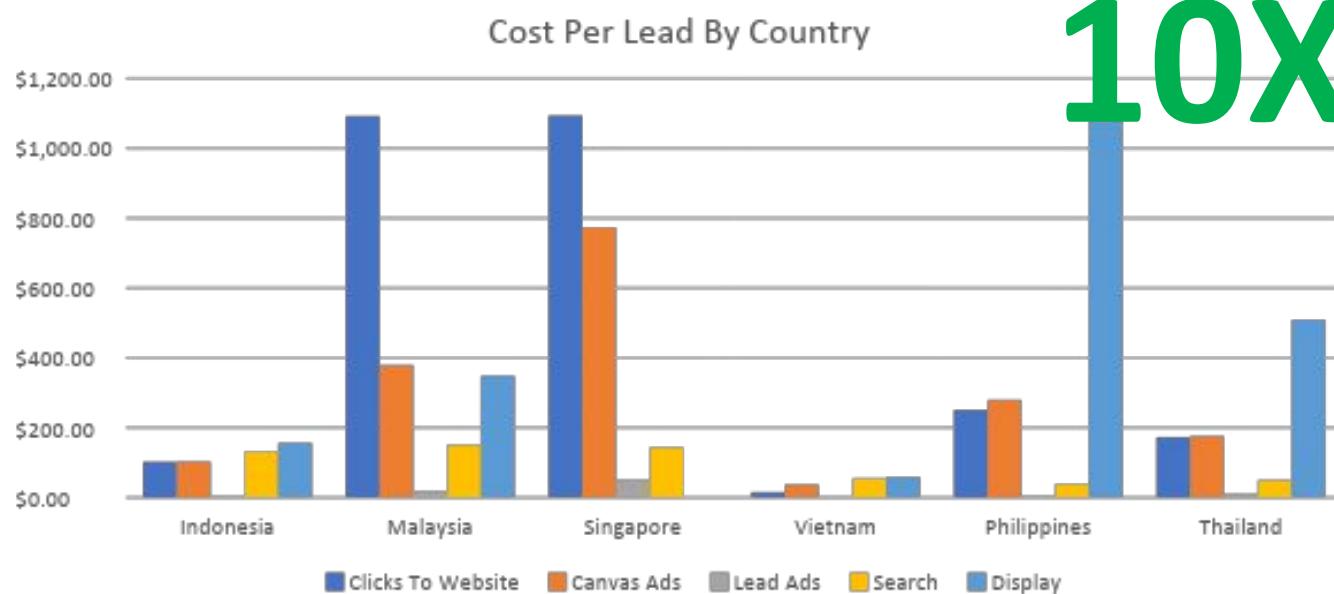
Results

05

3,702
Net New Names

Cost Per Lead
\$108.38

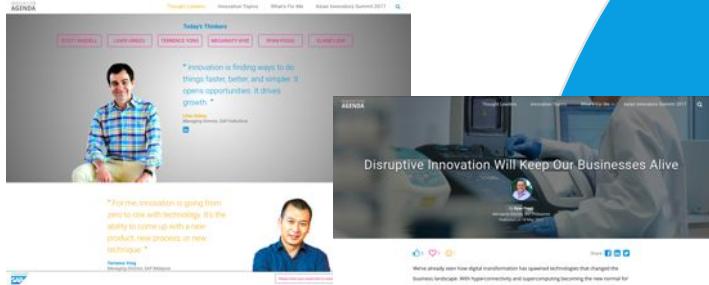
Cost per Lead
\$1,000



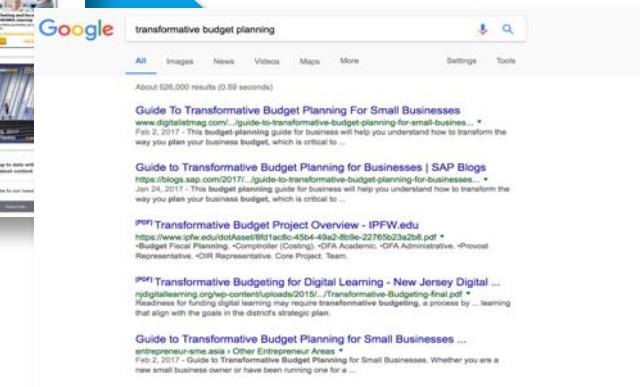
10X Better!

Reputation

Thought Leadership Blogs Long form Content



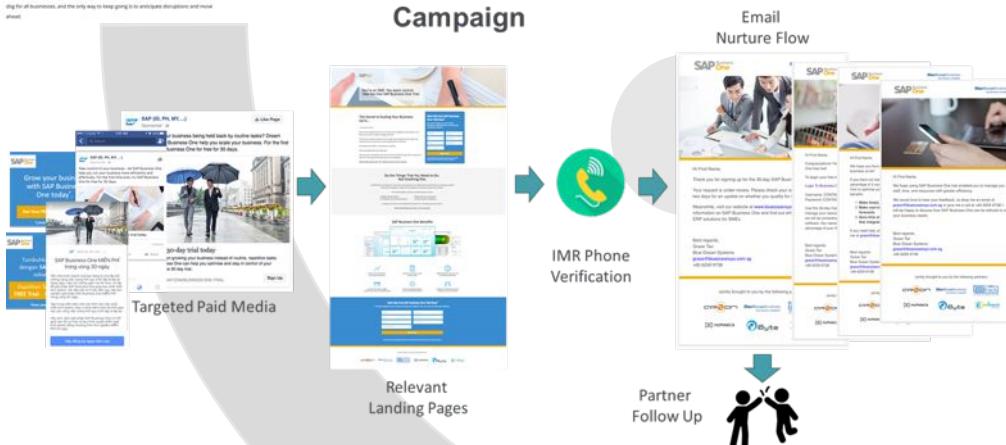
Reputation
SEO



06

Demand Creation

SAP B1 Trial Campaign



Demand Creation Event

