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**CAMPAIGN OVERVIEW:**

451 Marketing was hired by the firm to launch a strategic, 12-month, online lead generation campaign to provide the firm with access to more qualified leads and prospects. Specifically, the campaign would leverage 451's cutting-edge, online, "inbound" marketing tactics to cultivate leads that the firm was otherwise having difficulties acquiring through their traditional, offline "outbound" sales and marketing techniques. As a means to measure the success of the program, 451 would track all of the sales leads generated by the campaign on a weekly basis. These metrics would provide the client with a quantifiable account of the ROI of 451's actions.

**APPROACH:**

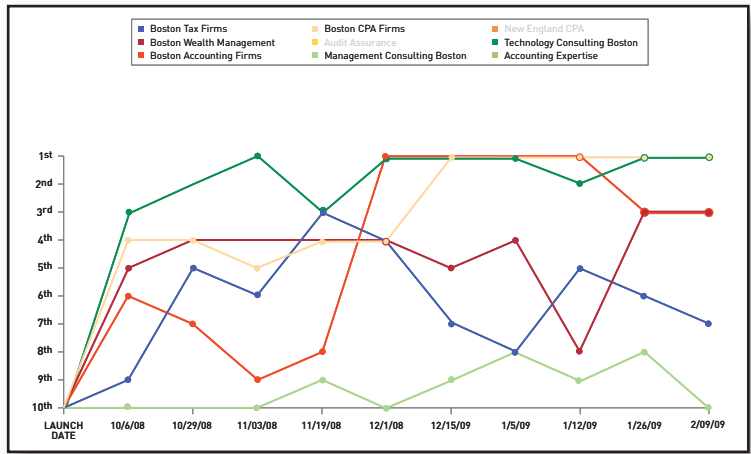
451 Marketing proposed, designed and implemented a campaign that incorporated a number of online initiatives to provide the IT outsourcing firm with a consistent flow of qualified, "inbound" leads. As is the case with any online lead generation campaign, the most integral component of 451's program centered on the development of engaging online content on behalf of the firm. 451 developed whitepapers, podcasts, webinars, and also launched and maintained a blog with frequently updated IT outsourcing industry news, information and best practices. All of these offerings were branded with the firm's name and logo.

With the understanding that the campaign's metrics for the success centered solely on delivering qualified leads to the firm, 451 required that all content that they developed specifically addressed the "pain points" of the client's typical prospect, in order to ensure that it would be readily consumed. As such, topics for whitepapers and webinars included such titles as like "10 ways to save money from outsourcing your company's IT," and "How to make sure that your IT operations are aligned with your business goals." While this content certainly provided prospects with answers to how to solve certain business challenges, it also positioned the

client as an important thought leader with insights into, and solutions for, a number of business critical trends and topics.

In order to capture the contact information for the individuals and organizations that downloaded and reviewed these various content offers, 451 executed a strategic lead capture program. Specifically, 451 designed a number of unique landing pages as adjuncts to the firm’s website that described the content offers and provided links to download the whitepapers, webinars, etc., but only after the prospects provided their contact details (name, email, company, phone). Once this information was submitted, 451 logged the details and presented it to the client as a “qualified lead.”

To facilitate the promotion of the offers/lead capture pages, 451 utilized a variety of social media marketing tactics, including the monitoring of conversations in social networks like Twitter to identify opportunities to engage relevant prospects that had expressed a need for IT outsourcing insights or advice. 451 also freely shared the content landing pages throughout various groups on professional networking sites like LinkedIn. In addition, 451 conducted a search marketing campaign by launching pay-per-click (PPC) ads on both Google and LinkedIn. All of the ads were tailored to specifically target individuals and organizations that fit the profile of a typical lead for the client by utilizing the options available on Google and LinkedIn to target users by company size, job title, geographic location and other parameters.



A detailed search optimization campaign ensures that the firm’s website, including all its various pages, are more highly ranked on search listings for specific, targeted terms.

Finally, 451 optimized the firm’s website for search through a detailed search engine optimization (SEO) campaign that ensured that the firm’s website, and its various pages, were more highly ranked on search listings when “IT outsourcing” and any related terms were searched through the Web. The website also incorporated strong calls to action on the homepage to drive visitors immediately to the lead-capture landing pages.

### RESULT:

The client now receives 10-15 quality leads per week (on average) through the actions of 451’s campaign. Within the first five months of working with 451, the firm closed three different 12-month contracts for a total of over 350k in billings. With 451’s fee set at 6k per month, it was easily apparent that the firm had received a substantial ROI from the campaign efforts.