



MARKETING GRAHAM

Case Studies From Digital to Direct Mail

A small selection of business-to-business (B2B) marketing campaigns that have delivered results; improving brand image, generating sales leads or reducing waste in marketing budgets.

CASE STUDIES

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- Curo Space Project
- Marilyn Monroe Prize Draw for MBA
- Google Ads Remarketing for CameraMatics
- Media Coverage for Curo
- Content Marketing for various clients

CASE STUDIES

Curo Space Project

On Wednesday 22 November, Curo became the first Microsoft Partner in Space. The recruitment agency launched a Surface Book laptop into the stratosphere with a message for all UK Microsoft contractors.

The message was that Curo will go the extra mile for Microsoft experts seeking work – even 21 miles into Space.

The event was captured by a camera crew as well as an onboard video, producing some spectacular footage.

100 Microsoft contractors were also given a chance to send a postcard into Space with their personal message. Each postcard was returned with a certificate of authenticity to prove where it had been.

Here's some of the feedback from Microsoft Contractors:

"This is definitely the most unusual email I have ever received on a Monday morning!!! But what a cool idea!"

Guillaume G.

"This is possibly one of the most nuts marketing campaigns that I've ever seen; well played!"

Andy T.

"I have a small website and will put something on this later and give Curo Talent full credit. Great idea."

Valerie H.

Fun science facts: the payload reached 34,215m, it encountered temperatures as low as -58.9C, and the peak descent rate was 212mph. By the time it reached the ground, and its parachute was fully deployed, it had slowed to 8mph.



View video of the laptop in Space; click YouTube.

Website 'Users' increased 10 fold

| Month | Users | Page Views |
|-----------------|---------------------|---------------------|
| September | 393 people | 2,110 views |
| October | 828 people | 3,804 views |
| November | 3,081 people | 11,385 views |

LinkedIn 'Clicks' rise by 7,700%

| Month | Likes | Clicks |
|-----------------|------------------|-------------------|
| September | 7 Likes | 7 Clicks |
| October | 110 Likes | 162 Clicks |
| November | 340 Likes | 652 Clicks |

Twitter 'Clicks' up from 6 to 3,500 per month

| Month | Likes | Clicks |
|-----------------|------------------|---------------------|
| September | 3 Likes | 6 clicks |
| October | 45 Likes | 17 clicks |
| November | 265 Likes | 3,500 clicks |

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Marilyn Monroe Prize Draw for MBA

A multi-channel B2B marketing campaign that used direct mail, press advertising, email marketing, social media, SMS text messaging and PURLs (personalised web pages).

This campaign was developed to showcase the variable-content capability of MBA's digital printing equipment.

The Prize Draw centred on a calendar containing picture clues on each month. Guess the name of this month's movie and win a prize.

Existing and prospective clients were invited to request a personalised calendar. They could choose from one of four film genres and further personalise the calendar with reminders of important dates.

Each Prize Draw entrant was given a personal web page (PURL) where they could enter their guess. Additional clues were available on Facebook and a bonus prize was offered via SMS text messaging.



The campaign's ambassador was Suzie Kennedy, a Marilyn Monroe look-a-like. She provided instant recognition, and an obvious movie link, across all marketing channels.

| Acquisition Campaign | | |
|------------------------------|--------------|----------------|
| Channel | Industry Std | MBA Prize Draw |
| Marketing Week, page advert | 0.1%* | 0.3% |
| Direct Mail to B2B prospects | 1.65%** | 4.67% |

| Post-acquisition Email | | | |
|------------------------|------------|--------------|----------------|
| Audience | | Industry Std | MBA Prize Draw |
| Prospective customers | Open Rate | 8.56%** | 25.91% |
| | Click Rate | 5.57%** | 17.35% |
| Existing customers | Open Rate | 14.92%** | 10.40% |
| | Click Rate | 9.356%** | 35.71% |

* Source: Periodical Publishers' Association ** Source: Direct Marketing Association



The campaign included adverts in Marketing Week, a personalised mail shot and email marketing.

CASE STUDIES

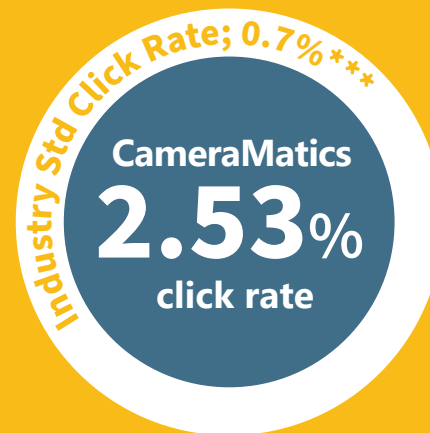
Google Ads Remarketing for CameraMatics

CameraMatics is a SaaS solution for fleet/transport managers. They needed a programme that nurtured website visitors until they were ready to buy.

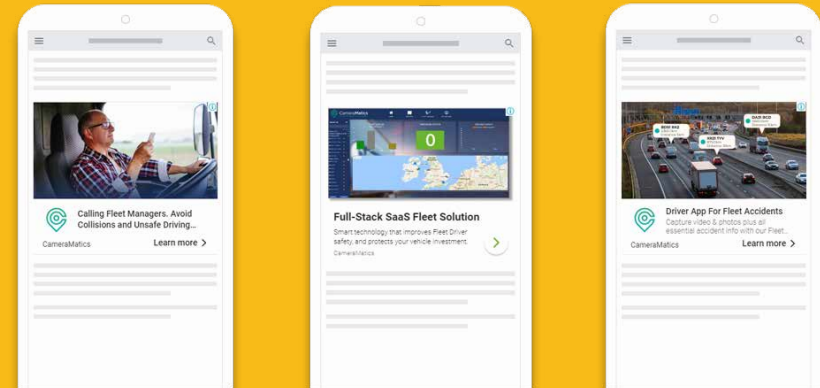
Remarketing delivers online display adverts to people that have previously visited your website (improving ROI and reducing waste). The Google Display Network reaches 90% of internet users* and is one of the most cost-effective tools.

This remarketing programme consisted of multiple adverts using a combination of over 30 images and 60 different headlines.

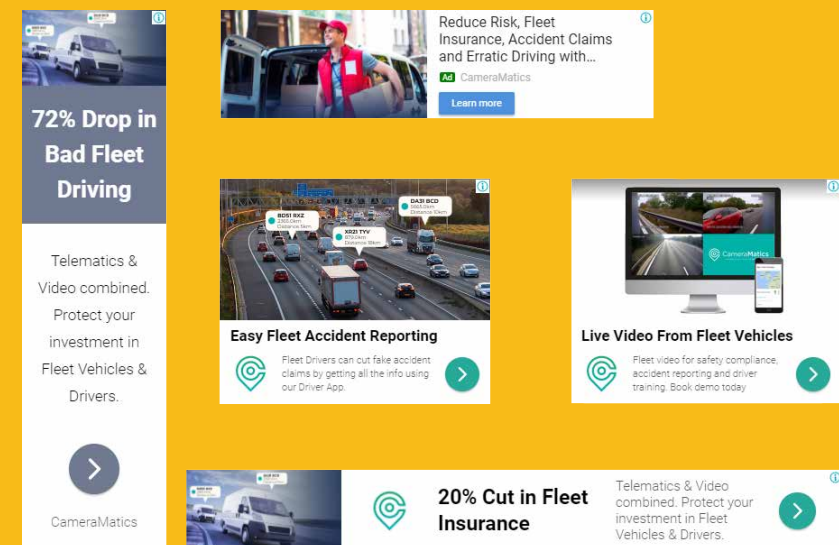
The CameraMatics name and benefits were kept front-of-mind during the audience's buying cycle. It resulted in a remarketing click rate that was 4 times higher than the industry average, at a cost per click that was below half the average.



* The Google Display Network includes over 2 million websites, such as eBay, the Daily Mirror and Argos ** Source: WebFX.com *** Source: MailChimp



40% of CameraMatics' website visitors were using mobile devices, so it was important for the adverts to work well on a small screen.



A variety of headlines and images were used during the 'test and learn' phase of the programme. Under-performing adverts were replaced.

CASE STUDIES

Media Coverage for Curo

Curo is a leading Microsoft recruitment agency with a wealth of knowledge in the senior management team. They needed media coverage to capitalise on their expertise and position themselves as thought-leaders.

The first stage was to identify key subjects Curo could comment on:

- IT recruitment
- Changes to IR35 self-employment
- The future of IT (AI, DevOps, etc)
- The future of work (UBI, remote working, etc)
- Results from Curo's own surveys

Working with a PR agency, the company was able to gain 79 pieces of editorial coverage within 12 months. This produced an estimated 153,000 article views, as well as 328 article shares on social media.

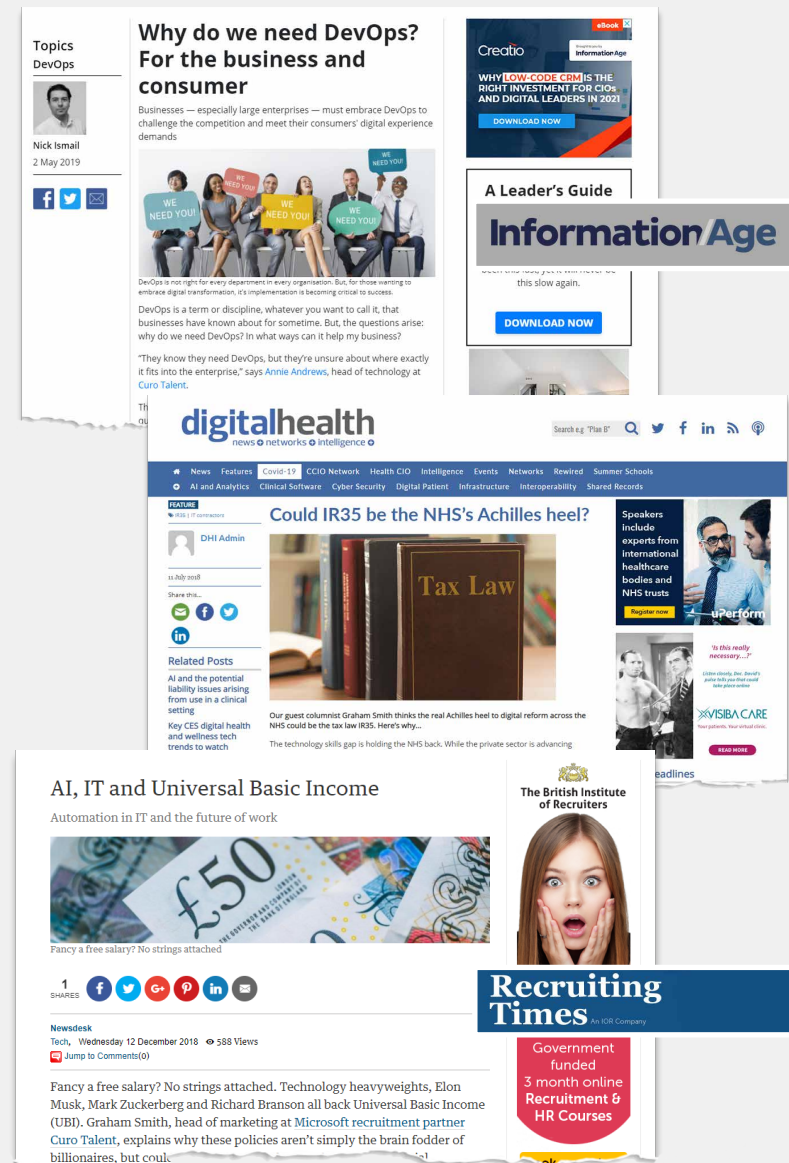
Equally important, was the 33 back-links from the articles to Curo's website, helping to improve their SEO score on search engines.

79
pieces of
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153k
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328
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shares

Source: CoverageBook.com



CASE STUDIES

Content Marketing

Your target audience wants the confidence they are dealing with an expert. Useful content, based on expert opinion and original research, can give them that confidence.

The key to producing great content is to ensure it's useful for your target audience. As a result, I start by conducting research to understand the issues keeping executives awake at night.

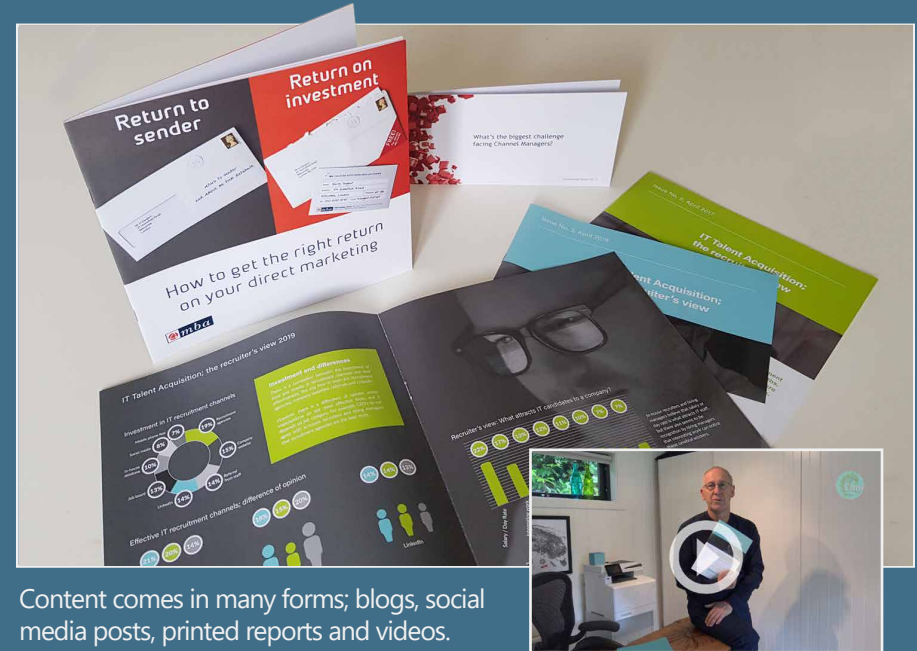
Remember, it's not about what you want to write, it's about what they want to read.

Often, I supplement expert opinion with original survey results. The surveys add authority and impartial evidence to blog articles, social media posts and videos. But they can also form the basis for more in-depth reports.

In my experience, reports are a great way to generate sales leads from C-level executives (see examples opposite). These senior executives are tasked with strategic thinking, so a report on current figures for their market sector will always be of interest.

Many people prefer to consume information via video. But 'content' videos do not need to be expensive productions. A simple 'talking head' video can be very effective, as long as it contains useful information (click the example opposite).

Please get in touch if you would like to view further examples of content I've recently produced.



Content comes in many forms; blogs, social media posts, printed reports and videos.



Annual surveys and reports provide information on market trends that executives appreciate. Repeated every year as a 'downloadable' PDF, they can generate high quality sales leads.

An award-winning, Marketing Director with over 25 years' experience in both digital marketing strategy and social media tactics, as well as data marketing (including marketing automation, email marketing campaigns and direct mail)... the full marketing mix. Currently focusing on data compliance (GDPR and ePrivacy), content-driven marketing programmes and lead generation.

A qualified marketer and Fellow of the Chartered Institute of Marketing (CIM), I also served on the 'GDPR Working Party' at the Data Marketing Association (DMA) and was a Council member at the DMA for 3 years. Published my first marketing book in 2018 - started writing it in 2016!



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