



# Creating business opportunities with digital content and live events

***Helping an established brand break through into a new, competitive market and connect with in-target decision-makers.***

## The Client:

One of the UK's leading data services providers, who is committed to helping brands use and manage customer data to improve marketing performance and drive business value.

## Sift Title:

**MYcustomer**

An essential resource for marketing, customer experience, customer service and sales professionals covering the end-to-end customer journey.

## Executive Summary

The client wanted to build on their recognised brand; generating awareness for their data-services business and connecting with data-driven marketing decision-makers. A highly-targeted account-based marketing campaign was run over an intensive, nine-month period to generate marketing and sales qualified leads, with the overall goal of delivering new business opportunities for the client's sales team.

The campaign combined digital and face-to-face activity to engage and nurture target contacts including:

- **MyCustomer created and client-owned content assets.**
- **Insight-led conversations to drive engagement and qualification.**
- **Three breakfast briefings attended by target decision-makers.**

***“Although it is still early days in the sales cycle, we’re monitoring progress very closely. We can already see that significant new business opportunities have been created through the programme and it has helped to move the dial in terms of awareness in the target audience.”***

## Campaign Objectives

The primary objective was to establish deeper and broader relationships with key contacts within target organisations. A highly targeted and ROI-driven approach was adopted. The campaign objectives were focused on the need to:

- **Define the market opportunity and target decision-makers.**
- **Generate insight around data needs and challenges.**
- **Establish opt-in marketing permissions.**
- **Generate marketing qualified and sales qualified leads for internal sales follow-up.**



## Our Approach

The campaign involved building a target list of contacts, focused on key job functions, within a defined number of business accounts. A combination of MyCustomer and client content was used to engage and nurture this audience and generate insight around their challenges and propensity to buy.

The most engaged and interested contacts (all BANT-qualified) were invited to attend one of a series of bespoke breakfast briefings where the client’s sales team could network with the attendees. They were provided with insight around the specific challenges facing each attendee ahead of the event, so they could have more meaningful conversations with the individuals in the room.

## Results and ROI

- **Top-of-funnel leads (single-touch).**
- **Re-targeted leads (multi-touch).**
- **BANT qualified leads.**
- **Lead profiles (insight into individual’s pain-points).**
- **Breakfast event attendees.**
- **Sales appointments.**

### How can we help you?

*We’d love to work with you next! Whether you’re looking to drive brand awareness, generate qualified leads or promote a product or service, we can help. We can support you in getting your brand at the forefront of our community’s hearts and minds. Call us on **0117 915 9600** or drop us a line at **[info@sift.com](mailto:info@sift.com)**.*