

Driving "Maximum Downloads" Through a Crowded Market with High-Quality Leads

Case Study:

Frost & Sullivan

Website:

<https://ww2.frost.com>

Employee Count:

1000



About Frost & Sullivan

Frost & Sullivan offers a powerful experiential learning environment that integrates research and analysis, collaboration and networking to help the CEO's growth teams identify opportunities and build a growth pipeline for future success.

Research & Analysis:

Frost & Sullivan combines 50 years of expertise across key industries with the ability to gather intelligence in a variety of ways to help clients make critical business decisions. The actionable intelligence integrates seven perspectives into a complete, overall view of factors that impact every industry: Competitive Intensity, Customer Dynamics, Industry Convergence, Disruptive Technologies, Global Mega Trends, New Business Models, and Emerging Markets, providing an illuminating view toward future scenarios and visionary innovation.

Brand and Demand:

Leveraging the breadth and depth of over 50 years of industry expertise, their Brand and Demand Solutions Practice delivers the most comprehensive marketing solutions to support every stage of the customer's buying cycle.

Strategy & Vision:

Working with the CEO's growth team to create a vision based on a transformational growth strategy.

Technology & IP:

Tracking over 1000 emerging technologies and analyzing the impact by industry and application to reveal the companies to watch in each sector.



The Situation

Content syndication is important for growth marketing strategy, that can be used to achieve many goals.

The independent consultants at F&S met us and discussed around the challenge of not being able to push the industry specific white-paper ahead to a larger audience of C-levels and decision makers of the respective target segment.

Here's where, rose a need for extra hands, ensuring the right information reaches the right people to accelerate the Pipeline.

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Strategy and Goals

Pushing relevant information through mass reach-out via e-mails, and other digital content to a larger audience with focus in different functions, like IT, Procurement, Marketing, Sales in accounts, for a holistic and well spread coverage is key.

Content and designing plays vital role in such campaigns and our approach in this case was to redesign templates and Microsite pages for easy navigation and only useful content to hit the bull's eye.

Step 1 - To work on mapping out the relevant designations and their contact details.

Step 2 - Sharing the established database with F&S for approval.

Step 3 – Upon approval, customize the content according to relevance and finally shoot the e-mails through as a mass campaign.

Step 4 – Post the digital and e-mail campaigns, we then ran a 'prospecting calls' activity mostly to those personas in the priority list, with a purpose of grabbing their attention towards the e-mails shared and having them to run their thoughts around it.

The 'content' also acts like the alarm which reminds the customer of you and what you have to offer. Planning such effective content outreach is what we executed for Frost and Sullivan.



The Final Results



250 Downloads in a span of two months



Frost and Sullivan was able to project a white-paper report as the most read by CIOs