

Virtual Think Tank (VTT) : Discussion with exchange of knowledge and experience

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 analysing the impact by industry and application to reveal the companies to watch in each sector



Situation

'Primary research', the biggest asset which forms the base for Research Analysis and measuring the success of a published Market Intelligence Report.

Primary research includes Surveys and Focus Group discussions. One such origin of primary research would be 'Thought Leadership Panel Discussion', which brings together the most experienced and industry recognized CIO's from across verticals, to share their learnings, experiences and best practices.

F & S being a consulting and analyst firm, secondary research is their core strength however they discussed around the challenge of arranging a Primary research through a series of VTT's .

Also, following the Virtual Think Tank session with the leaders, the next step was to have an intelligence report rolled out, capturing the inputs shared by each of the participating CIOs. There came a need to get the final white paper downloaded by majority of the given target segment. The more the downloads, the better accelerated is the pipeline, thus calling it the 'Pipeline Accelerator' campaign.

Here's where, rose a need for extra hands To arrange the series of VTT and accelerate the pipe with more prospects to talk with.

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Solution

As Tensai took to save the day, it was important for us, to tap the right designations and follow a process of getting confirmations from the Named accounts.

Sending out the invitations by e-mail through Senior analysts, followed by reaching out over the phone to share relevant details of the event, and to further check interest and availability for participation, is all part of the planned campaign.

Information, Insight, Intel' form the 3 'I's of formulating marketing strategies, boosting revenue growth, accelerating a strong sales pipe and eventually contributing to the organisational growth.

With the help of our Strategic campaign specialists we were able to spread relevant information through mass reach-out via e-mails, and other digital content to a larger audience with focus functions, like IT, Procurement, Marketing, Sales, for a holistic and well spread coverage.

Ensuring the right information reaches the right people to accelerate the Pipeline



The Final Results



In a span of 1 month we managed to pull off 6 VTT's with **6-7 CIO's** per series from different verticals and managed to achieve a target of 250 downloads from the targeted patches by a larger desired audience, eventually expediting a promising pipe.



Frost and Sullivan was able to project a successful white-paper report post the think tank discussions and conclude a well-structured market study.