

ABOUT:

They are a leading high-performance network solutions provider that accelerates business growth and innovation, while creating operational efficiencies and cost savings.

TARGET AUDIENCE:

- Director, Manager
- Engineer, Influencer

SERVICES:

- Data Profiling and Appending
- Surveying and Research
- SFDC Development
- Copy writing
- Email Marketing
- Recruitment, Lead Qualification & Nurturing

INTEGRATED MARKETING

DELIVERING CERTIFICATIONS THROUGH PROFILING

CHALLENGE:

A leading high-performance network supplier approached Pipeline late in their year-ending quarter to support their company's goal to deliver over 2,000 new certifications, of which 300 would be the responsibility of Marketing. Senior management expressed that their competition had a significant advantage with regards to certified engineers and that they needed to be more competitive. They recognized that a trained and certified workforce would equate to maximized product installations and more product champions.

SOLUTION:

Pipeline teamed with their marketing organization to develop both short-and mid-term strategies for capturing interested candidates and incenting them to complete certifications by the end of the year. The program consisted of an extensive segmentation of data in Salesforce.com, followed by the development of an email campaign and follow-up telemarketing program.

RESULTS:

Efforts driven by both telemarketing and email campaigns, and supplemented with a virtual training class resulted in exceeding their goal by 186%. Mid-term goals were established to nurture those that registered for certifications but did not complete by the quarter end. Not surprisingly, advertising that was committed prior to Pipeline's engagement contributed 2% of the certifications but represented over 30% of the budget.