



CHALLENGES

- Generating sales leads by giving field marketing teams effective campaigns encompassing multiple deliverables
- Developing an efficient, repeatable process to ensure powerful and consistent messaging across the deliverables of each campaign
- Ensuring that the campaigns are easy to localise and use



SOLUTION

- HN's incisive method of developing essential messaging and value propositions
- Process for creating a 'campaign in a box'
- HN's commitment to quality and willingness to question, debate and advise to ensure it



RESULTS

- High take-up of campaigns by field marketing teams
- Positive customer response
- Quality leads leading to new deals being closed

The 'campaign in a box'

Putting messaging at the heart of campaigns

Consistency of messaging. It's that essential ingredient that underpins the ability to scale marketing campaigns and make sure success is repeatable, region by region—even when allowing adaptation for local cultures and conditions.

As Global Programme Manager for RSA, The Security Division of EMC, Sue Lyall knows only too well the challenge of striving for scalable, repeatable success from the marketing programmes she devises and rolls out to the field teams. These are complex, integrated campaigns that need to harness the power of multiple channels—direct and indirect sales, advertising and direct marketing, online and face-to-face events—to reach out to the decision-makers for governance, risk management and compliance solutions.

"Each new initiative requires us to create something from nothing. And that's hard to do," says Sue.

Looking for efficient as well as effective

Some years ago, RSA started working with HN Marketing, not only to create deliverables for campaigns but also to develop best-practice processes that would ensure consistent messaging and customer experience, globally and across multiple communication channels. The 'campaign in a box' was born, equipping the field with all the components they need to run the campaign locally.

The format is popular with the field and the take-up of the programmes is very high. Local implementation is to a consistently high standard; prospects and customers respond, creating well-qualified leads and stronger relationships that ultimately drive revenue.

Numbers that speak for themselves

For example, HN created a messaging platform and a range of deliverables for a campaign to address the issue of compliance. The aim was to show how the processes that ensure compliance can streamline operations and enhance reputation: cutting costs and reinforcing strong customer relationships.

Using the deliverables created by HN, the campaign generated nearly 4,000 leads from events around the world such as webinars, lunch-and-learn events, roadshows and speaker opportunities. As a result, 172 significant opportunities were identified that led to multiple high-value deals being closed during the quarter.

ABOUT RSA

RSA, The Security Division of EMC, provides IT security management technologies and enterprise governance, risk management and compliance (eGRC) solutions and consulting services to organisations large and small. The world's most security-conscious organisations trust RSA solutions to safeguard their information, user identities and IT systems from unauthorised access, loss, theft, fraud and attack.



The Security Division of EMC



“HN Marketing challenges our thinking—and they’re often right!”

Sue Lyall,
Global Programme Manager, RSA

Starting in the right place

At the outset of a new programme, information only exists in the heads of the product managers. Sue sets up calls and assembles the brief. HN responds by considering what’s needed and making sure the right team is on the job.

“I like that the same team stays on the project right through to the end,” says Sue. “It means they understand the flow of deliverables and I don’t have to keep briefing new people.”

The linchpin for all activity is the messaging platform. HN’s expertise in creating this and willingness to challenge accepted wisdom gets to the very essence of RSA’s proposition and sets the direction for the campaign’s creative theme.

“HN doesn’t simply take the brief away and do a half-hearted job,” explains Sue. “They ask questions, identify gaps in our thinking, and draw out additional information and insight.” For Sue, this demonstrates the integrity of HN’s approach and the way they help to raise the quality of RSA’s campaigns. As she puts it: “I value HN’s opinions: they challenge our thinking and they’re often right!”

Consistent delivery

Time spent upfront to get the messaging spot on and think through the implications for the phases of the sales cycle and campaign deliverables pays back quickly. “Aligning the deliverables with the messaging ensures they tell a consistent and meaningful story; HN makes our communications appealing, clear and persuasive. There’s very little rework during the review stages and so the whole process is very efficient,” says Sue.

The working relationship between Sue and HN is very open, with updates, debate and knowledge-sharing throughout the campaign—a real partnership, as Sue describes it. Every campaign is effectively a launch, so HN is always starting from zero. Not only that, every campaign is fast moving and has strict deadlines; a combination of factors that Sue acknowledges is a real challenge, but one that HN rises to every time.

Webinars that work

When RSA acquired governance, risk and compliance specialist Archer, it needed to quickly position the Archer offering under the RSA umbrella and link it with other RSA solutions. HN was on the team, creating a pack of launch materials.

The outbound communication for a US webinar generated 310 responses, around twice the level Archer has seen in the past. More than 150 joined the webinar and every single one stayed to the end.

RSA followed up with the webinar attendees using a telemarketing script developed by HN. Within 2 weeks, 17 appointments had been set and promising conversations started with a further 17 companies. Two deals were closed with webinar attendees.

“The Archer acquisition was one of our most challenging launch campaigns,” says Sue. “It was a steep learning curve for everyone, understanding a new product and working with new people. HN quickly got to grips with the offering, understood what we wanted to achieve and delivered to their usual very high standards.”

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