

Multi Channel European Promotion and Sustainability Plan

Introduction

A large Communications Software company were looking to promote a host of different solutions and generate Marketing Qualified Leads supported by an awareness display campaign across various sectors and markets in Europe. They wanted to use a company that had a good knowledge in those regions and sectors and with the processes in place to work from their ABM list which comprised of new markets as well as legacy territories.

Campaign Outline

PLG provided a breakdown of the potential market in each region and sector and targeted their main decision maker for each solution according to product and industry, with the relevant content that was provided by the client's library of assets.

Each contact was sent an email in local language and directed to the client's bespoke microsite hosted on PLG's publishing site TechKnowledge, which included the relevant opt-ins for their region and the clients T&C's. These contributed to the MQL portion of the campaign and generated hundreds of downloads each week...

In conjunction with this, the programmatic advertisement campaign was launched to intent data, and banner advertisement on our own site was running which helped improve awareness and support the content amplification.

IMPACT REPORT

This campaign contributed to the planting of 1,400 Trees



That is the equivalent of



37,528

Km driven in a car



18

hours flown



1,148

cheeseburgers

Content Syndication Strategies



MQL



Marketing Qualified Lead

A marketing-qualified lead (MQL) is a potential customer that has shown interest in your company/product and satisfies the criteria necessary to be passed along to the sales team.

ABM



Account Based Marketing

Account based marketing (ABM) is a business marketing strategy that concentrates resources on a set of target accounts within a market.



Market
Identification



Multiple
Assets



Local
Language

Intent

Intent data is information that indicates prospects' level of interest in a particular product or service online.



Banner Ads

Banner advertising consists of placing a designed ad on another website.

Trees Planted

For Every Lead We Generate,
We Plant a Tree

Perfect Lead Generation has committed itself to becoming a carbon neutral company, and we have partnered with the company Earthly to make this happen.



Campaign Performance

We ran the campaign over a three-month period with an even spread of leads across each month which helped the client's sales team to follow up and reconnect, creating a consistent stream of potential opportunities to their pipeline.

On completion of the campaign, we were able to share our climate positive contribution we made on behalf of the customer with our chosen carbon offset charity, Earthly. This included an itemised summary of each individual aspect of the campaign and what this equated to within our chosen sustainable project with Earthly, which was the reforestation of mangroves in Madagascar.

Content Syndication

Market	# of Leads	# of Trees
UK	250	250
NL	200	200
DE	150	150
SG	150	150
MY	100	100
BE	100	100
TR	50	50

Display Advertisement

Market	% of Budget	# of Trees
UK	25%	100
NL	20%	80
DE	15%	60
SG	15%	60
MY	10%	40
BE	10%	40
TR	5%	20

As a further representation and for future reference we created a virtual forest for our clients with the key information and statistics on what this project had achieved, we also shared a certificate of the final total of 1400 trees with the client for them to use in their own social media channels.

This virtual forest has since had several hundred more trees planted, as this campaign lead to further repeat business and an inclusion of our services on other campaigns.

