

Situation

Neterion delivers Ethernet hardware and software solutions that solve customers' high-end networking problems. Neterion engaged The Stephenz Group to introduce and position their new product, 10 Gigabit Ethernet (10GbE) adapters to Fortune 500 IT influencers and decision makers. The challenge was that this target audience is difficult to reach and there was skepticism in the marketplace regarding 10 Gigabit — it had been proclaimed as “coming soon” for several years with no actual deliverables.



Strategy

TSG's strategy was to develop a highly targeted, integrated product launch campaign to create product awareness and drive response among an influential target audience.

Product awareness was driven through co-marketing with partners (e.g. HP), a product brochure, product demos, tradeshow, webcasts and a significant public relations plan. These elements focused on educating the target audience on the TCO value of 10 GbE. To show it is a proven technology, TSG developed case studies that outlined real-life examples of big companies using 10 GbE in real-time and their corresponding results.

To drive response, the integrated campaign included a significant direct marketing portion with email, direct mail, landing page and telesales follow-up. To pierce through the noise level associated with this audience, a high-value, premium offer was utilized — win a day at the Skip Barber Driving School. This offer also capitalized on the concept of speed and performance.

Execution

The direct marketing campaign targeted two audiences within the Fortune 500 IT departments — influencers (manager title and above) and decision-makers (directors and executives). Emails were sent to influencers since it is their preferred method of communication, while decision-makers received a 3D mailer to help ensure it reached their desk. Both pieces included a strong call to action to sign up for the Skip Barber Driving School offer.

A secondary offer of an evaluation kit, at a significant discount, was also promoted for the target audience to “try it” and see the great performance firsthand. All respondents were driven to one location — a landing page where they could sign up for the offers and download the case studies. To ensure a closed loop, a telesales component helped convert qualified leads into solid sales leads.

Results

The first 2 days after the campaign launched there were 1500 hits to the landing site — a strong response to both the email and direct mail. Of these hits, 462 submitted the form to sign up for the offer — a 30% conversion rate to leads. These leads were highly qualified with 44 (approx. 10%) of them being deemed as “A” leads. At the end of the campaign, the client was thrilled with over \$2 million in new revenue being generated.

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