

Case Study

Integrated Marketing Campaign



Campaign Background

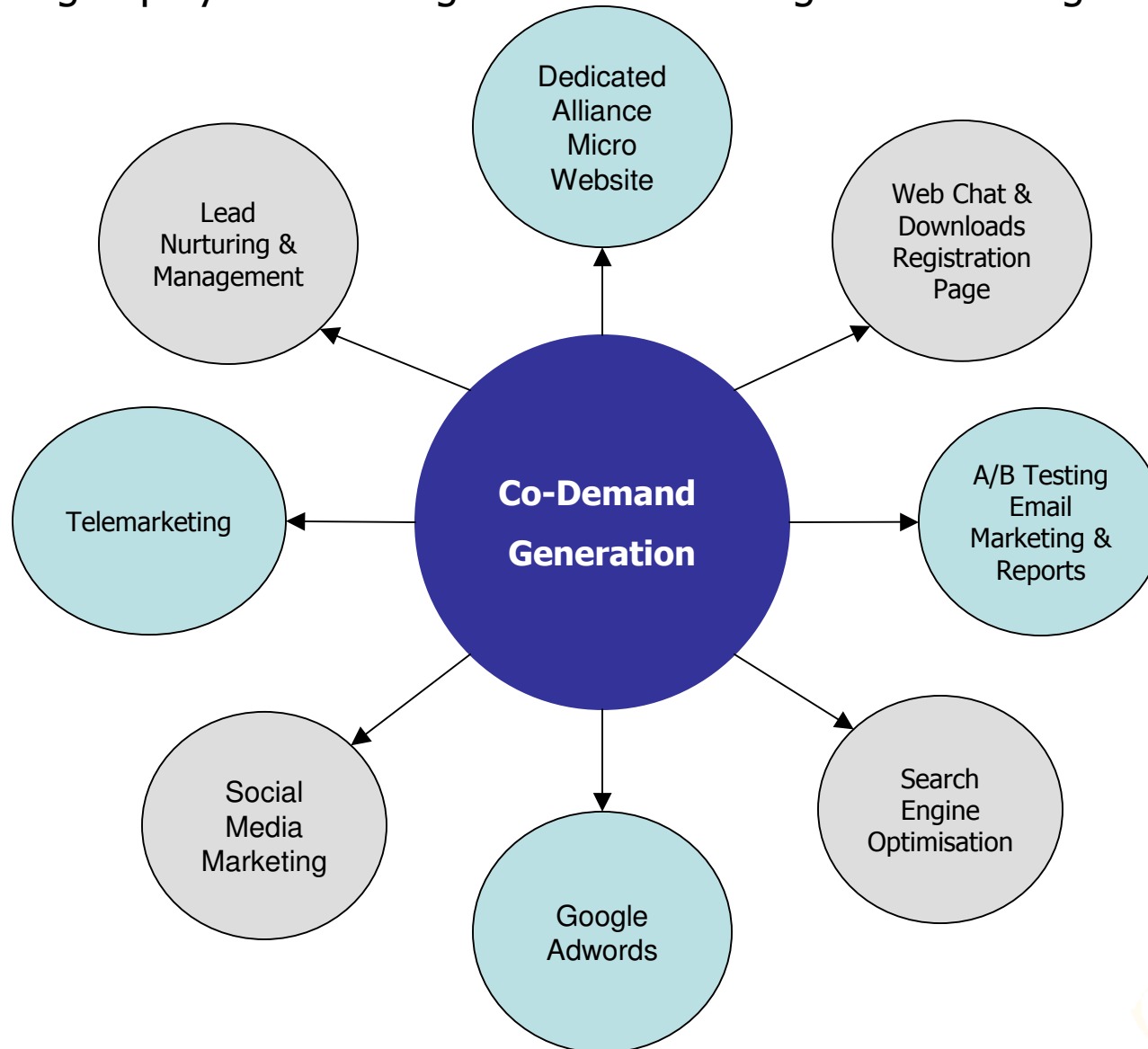
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- ✓ Joint Marketing Campaign – Strategic Alliance
 - ✓ World Leading IT Products & Services Provider
 - ✓ Major Network Infrastructure Provider
- ✓ Pan European, Multi-lingual
- ✓ Multi-tactic, Integrated, Ongoing Campaign

Tactics Included

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Ridge Marketing deployed and integrated the following tactics during the campaign



For More Information, contact: Michael Kelly – mkelly@marketingformulas.com



Micro Website

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- ✓ Ridge Advised, Designed & Deployed
- ✓ Integrated Video Case Study
- ✓ Integrated Multi-lingual Webchat
- ✓ Registration Based White Paper Download

- ✓ Multiple Lists Provided by Ridge and Clients
- ✓ A/B Testing For Success
- ✓ More Than 20,000 Emails Sent
- ✓ Objective to Raise Awareness and Drive Website Registrations

Sample Reports – Email Marketing

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Full Email Marketing Solution

Message Summary

Message Subject: CRM-ERP Newsletter - June 2009 | Complimentary ERP White Paper
Message created: 2009-06-26 08:05:49 EST
Message sent: 2009-06-26 08:19:32 EST
Number of recipients: Total: 11,373
View Message: [Text version](#)
[Text source](#)
[HTML version](#)
[HTML source code](#)
[Export Report Data](#) [View Targeting Details](#)



7.6% 21.2% 0.0% 71.3%

Delivery Status

Status	Count	Rate	
Unique Opens	859	7.55%	Who Opened
Complaints	0	0.00%	No Complaints
Bounces	2,410	21.19%	Who Bounced

Click Tracking

URL	Total Clicks	Total Click Rate	Unique Clicks	Unique Click Rate	Who Clicked?
http://www.mailermailer.com/rd?http://www.crm-erp.com/erpwp....	0	0.00%	0	0.00%	No clicks
http://www.crm-erp.com/erpwp.php	55	0.48%	38	0.33%	Who Clicked?
http://www.crm-erp.com	0	0.00%	0	0.00%	No clicks
http://www.crm-erp.com/manufacturingsoftware.php	1	0.01%	1	0.01%	Who Clicked?
http://www.crm-erp.com/financesoftware.php	1	0.01%	1	0.01%	Who Clicked?
http://http://www.crm-erp.com/research.php	0	0.00%	0	0.00%	No clicks
http://www.crm-erp.com/businesssoftware.php	0	0.00%	0	0.00%	No clicks

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SEO and Google Adwords

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- ✓ Website Fully Search Engine Optimised for Specific Key Phrases.
- ✓ Link Building Campaign Using Anchor Text To Improve Google Rankings.
- ✓ Google Page One Position Achieved
- ✓ Google Adwords Keywords Researched
- ✓ Adwords Campaign Deployed and Managed Within Budget

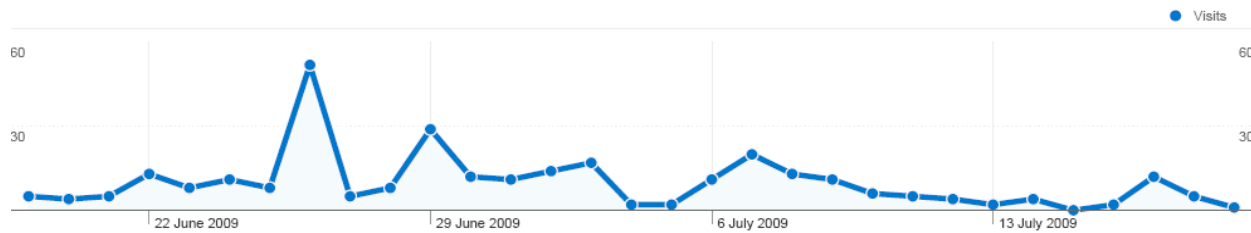
Sample Reports - SEO

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Full Search Engine Optimisation Solution

crm-erp.com Traffic Sources Overview

19 Jun 2009 - 19 Jul 2009
Comparing to: Site



All traffic sources sent a total of 302 visits

34.44% Direct Traffic

17.55% Referring Sites

48.01% Search Engines



■ Search Engines
145.00 (48.01%)
■ Direct Traffic
104.00 (34.44%)
■ Referring Sites
53.00 (17.55%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	125	41.39%	crm white paper	11	7.59%
(direct) ((none))	104	34.44%	compare erp software	4	2.76%
bing (organic)	12	3.97%	erp compare	4	2.76%
ridge-consulting.com (referral)	6	1.99%	erp comparison	4	2.76%
yahoo (organic)	5	1.66%	erp quotation evaluation	4	2.76%

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Social Media Marketing

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- ✓ Ridge Advised, Designed & Deployed
- ✓ Targeted Specific Interest Groups Within Social Media (e.g. LinkedIn)
- ✓ Raised Awareness Within Groups by Promoting Case Studies and White Papers on a Regular Basis.
- ✓ Generated “Buzz” and Awareness.

Telemarketing Based Lead Generation

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- ✓ Leveraged 10 Years of Telemarketing Expertise
- ✓ Five Languages, Pan European
- ✓ Ridge Advised on Selling Points, Sales Process, Developed Call Guide
- ✓ Worked Alongside Clients' Joint Internal Telemarketing & CRM Teams
- ✓ Continuous Improvements in Performance, Efficiency & Processes.

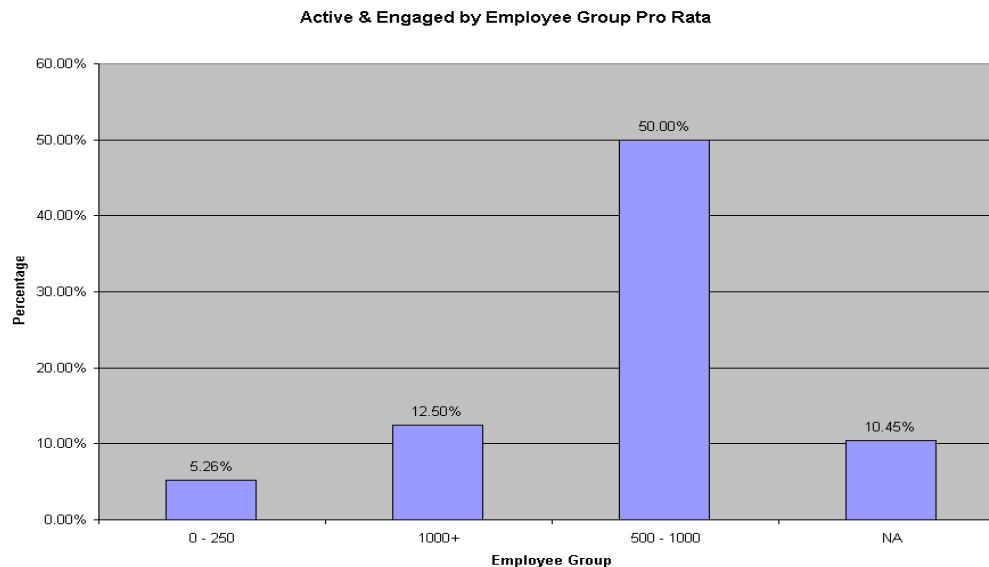
Data Analysis, Lead Nurturing & Management

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- ✓ Lists Analysed to Identify Most Prolific Sources of Best Leads.
- ✓ Medium and Long Term Leads Nurtured via Telemarketing and Email Marketing.
- ✓ Closed Loop Reporting Ensures No Leads Become “Lost”.

Pro Rata Segment Analysis

- Identifies segments that have a higher probability to deliver the best leads.



Our Data Analysis Team uncover the best market segments that may have been missed at initial planning.

Sample Report - "Closed Loop" Reporting

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Ensures No Leads Become "Lost"

Please find below a snapshot of your projects progress to date

Result Classification	Target	% complete	Reports to Date
A Lead (3%)	9	89%	8
B Lead (3%)	9	133%	12
Already Leads	0	#DIV/0!	3
C Lead (7%)	17	76%	13
Total A & B Leads	18	111%	20
Total A, B, C & Already Leads	35	103%	36
Suitable No Project/ No Interest/ Duplicate	145	123%	179
Suitable Indirect	90	74%	67
Unsuitable	30	67%	20
Conference calls	14	86%	12
			an additional 4 were scheduled but cancelled (see comments below)
TOTAL Reports Shipped			302
Reports to be completed	300		
% of Reports Shipped	101%		

Leads to Date:

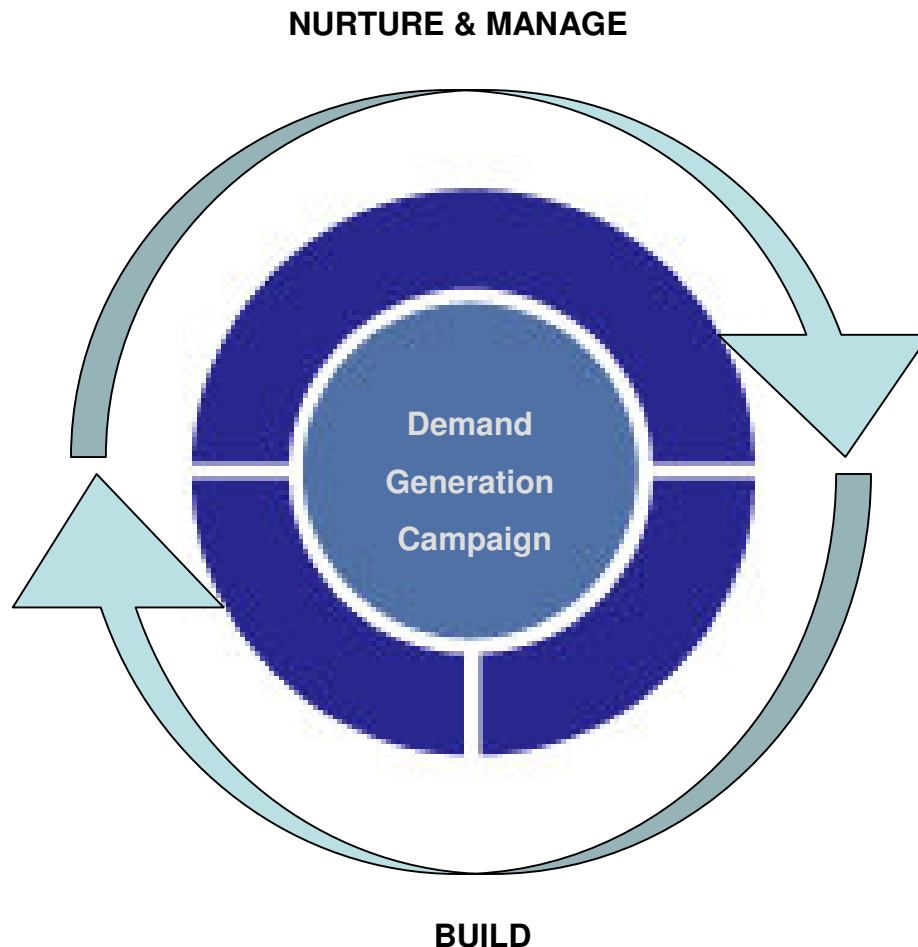
Target Company	hlSVped_date	Leads	Follow up Required	Follow Up By	Follow Up Month	Conference	Conference	Notes/Comments	Sales Feedback	Value of business	STATUS	COMPETITOR VALUE
Company 1	07-Jan-04	A Lead	Yes	Client	February				contact in may 2004	too early to say	OPEN	
Company 2	21-Jan-04	A Lead	Yes	Client	January	01/28/04	2:00 PM	ok	palmer called ISV b4 cc to say they will keep MegaByte	lost	LOST	MegaByte
Company 3	21-Jan-04	A Lead	Yes	Client	January	01/28/04	10:30am	ok	theo decided to take retail pro as they had already gone a long way down the road with them on the selection route	lost	LOST	Retail Pro
Company 4	14-Jan-04	A Lead	Yes	Client	January	02/24/04	10am		in the future	too early to say	OPEN	
Company 5	15-Jan-04	A Lead	Yes	Client	February				Nic/Ju to email and call to introduce themselves	too early to say	OPEN	
Company 6	19-Dec-03	A Lead	Yes	Client	January	01/08/04	9:00 AM	ok	demo planned for wc 23rd of feb, go live date is not until 2006 so long term prospect	value proposal sent	PROPOSAL	
Company 7	14-Jan-04	A Lead	Yes	Client	January				not interested in Technology platform	lost	LOST	Technology Issue
Company 8	08-Jan-04	A Lead	Yes	Client	January	01/22/04	11:00AM	ok	Contract Win	Won	WON	\$600,000
Company 9	21-Jan-04	Already Lead	No						ISV user	other	OTHER	
Company 10	15-Dec-03	Already Lead	No						ISV user	other	OTHER	
Company 11	21-Jan-04	Already Lead	No						jda final chosen supplier	lost	LOST	JDA
Company 12	22-Jan-04	B Lead	Yes	Client	April	01/28/04	3:00PM	NO, tried 2	cc fell through, tried to re-schedule but prospect said to call in April as project pushed	too early to say	OPEN	
Company 13	15-Jan-04	B Lead	Yes	Client	April	01/28/04	1:30pm	NO, cc can	prospect cancelled cc as long term initiative, might not be a fit as Finance module	other	OPEN	
Company 14	10-Dec-03	B Lead	Yes	Client	January				in contact for 2 years, fit functionality but not platform	other	LOST	Technology Issue
Company 15	15-Jan-04	B Lead	Yes	Client	July				contact in July 2004	too early to say	OPEN	
Company 16	15-Jan-04	B Lead	Yes	Client	January	01/29/04	2pm	ok	went ahead, long term lead currently got a consultant in reviewing their merch require	too early to say	OPEN	
Company 17	15-Dec-03	B Lead	Yes	Client	March				Nic/ Ju to send information next week (outstanding)	too early to say	OPEN	
Company 18	22-Jan-04	B Lead	Yes	Client	February	02/05/04	02:30 PM	NO	prospect was unavailable, when we tried to re-schedule he said no as the budgets ar	other	SUSPENDED	

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Ongoing Campaigns = Success

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Successful Marketing Campaigns:

- Makes multi-tactic use of telemarketing, online and e-marketing tools
- “Commit” to long-term success, not short-term results
- Increase sales productivity.
- Build awareness, generate leads, and improves conversion rates from leads to close
- Provide a regular and consistent flow of leads to the sales team

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Jump Start Your Marketing Campaigns Today with Ridge Marketing

