

Case study

LEAD GENERATION AND NURTURE CAMPAIGN



marketing**options**
INTERNATIONAL

Steria e-zine programme



FAST FACTS

Company

Steria delivers IT enabled business services to organisations across Europe.

- 19,000 employees
- €1.7 billion turnover

Project

- Database build
- E-zine template
- Incisive articles and strong CTA
- Regular, targeted communication
- Follow up telemarketing
- Lead generation and nurture

Challenges

- Need to raise awareness of Steria and drive business opportunities
- Regular communication with targeted prospect base

Results

- 1,710 unique opens from 4 issues
- 22% repeat visitors

Client feedback

- "Our regular e-zine programme is the perfect way to increase awareness, attract multiple repeat visitors and generate sales opportunities." Laura Cooper, Head of Commercial Marketing, Steria.

Steria targeted e-zine campaign for commercial and financial services results in 22% repeat visitors.

Requirements

For both Steria's commercial and financial services practices, Marketing Options International (MOI) were asked to produce a series of news-based communication pieces to their prospect base. The communication needed to be highly targeted and available for distribution electronically on a regular basis.

Challenges

The challenge was primarily to build awareness of Steria in its chosen markets amongst senior management and key decision-makers, but also to create sales opportunities and initiate an effective and sustained data mining exercise.

Solution

Drawing on previous e-zines that MOI had established for other clients, a creative template was set up for Steria's industry practices to act as the basis of a regular programme of communications to the prospect base.

The target data was compiled from a mix of internal records and external lists. For the commercial sector, the target list was taken from around 500 large UK based organisations in retail, media, telecommunications and transportation. For financial services the list was drawn specifically from the banking sector. Around 6 contacts per organisation were targeted, comprising senior

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→ **Banking Update** 

The Steria eZine for the Banking Sector Issue 1/May 2010

→ **New era, new rules - banking takes centre stage at Steria**

→ WELCOME TO BANKING UPDATE FROM STERIA

|| Steria are committed to our vision and they deliver." Jim Slack, The Co-operative Financial Services

→ Taking a green approach → World class data management → Steria's pedigree in banking → Seizing the mobility initiative → High ranking in independent reviews

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Steria e-zine programme



management and heads of IT, operations and finance. The lists contained full contact details with permission-based personal email addresses.

Both the industry marketing managers and heads of practice were closely involved in deciding on the content for each version of the e-zine. Much of the success of this project has been in

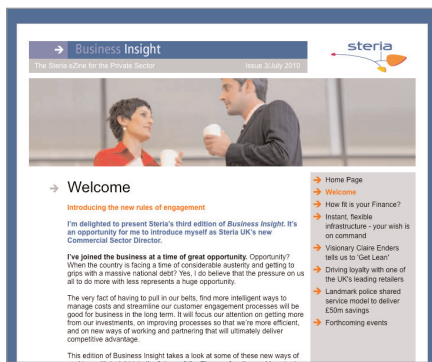
relevant to RMG, and distributed to a very small group of key contacts. The e-zine was followed up by Steria's RMG account director with a call to each contact, and this integrated approach resulted in a number of new business opportunities.



Results

The commercial e-zine was sent to a target list of around 3,000 contacts. After issue 4, it had generated 1,710 unique opens (10%), and 22% of unique visitors over the first 4 versions were repeat visitors. The banking e-zine was sent to 1,100 prospects and generated 125 unique opens (11.5%). Tactical telemarketing follow up has resulted in a number of new business meetings and good sales opportunities for Steria.

"It's doing the job really well, getting us noticed and great to see significant numbers of both new and repeat visitors as each version of the e-zine is published." Laura Cooper, Head of Commercial Marketing, Steria.



gathering incisive articles to use in each version, and ensuring that each article contained at least one strong call to action, from downloading a white paper to registering for an event.

An online version was also created, to ensure that recipients viewing on handheld devices could access the full version of the e-zines.

Distribution has also been handled by MOI at all times using Cheetahmail. Google Analytics was used to track and analyse all viewings and downloads.



Other campaigns have also been introduced on the back of the content provided in the e-zines. For example, a variation of the newsletter was created for one of Steria's key target accounts – the Royal Mail Group (RMG). The generic content for each version of the e-zine was reworked, including a new introduction and an article specifically

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