

one gtm

CASE STUDY



Delivering successful through-partner marketing campaigns for BroadSoft

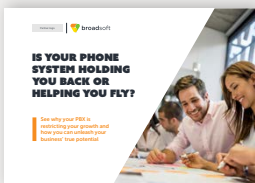


OneGTM created the insights, strategy, content and partner toolkit for an issue-led campaign targeting the end-to-end buying journey.



Key points:

- BroadSoft wanted to enable Service Provider partners to increase sales of its unified communications, team collaboration and contact center platforms to SMBs.
- OneGTM created the insights, strategy, content and partner toolkit for an issue-led campaign targeting the end-to-end buying journey.
- The campaign achieved impressive results, with a measurable impact on pipeline within 2 months.



eBook



Infographic

Summary

BroadSoft is a mobile-first cloud PBX, unified communications, team collaboration and contact center platform trusted by 25 of the world’s top 30 Service Providers by revenue across 80 countries. Always looking to capitalise on a growing market, the company identified an opportunity to step up the level of support it provided to its Service Provider partners. BroadSoft wanted to equip partners with an insight-led, campaign that would help them generate new sales opportunities in small- and medium-sized business (SMB) markets.

We worked closely with BroadSoft to help them develop a new way of working with partners. Initially this involved creating a new framework for through-partner marketing and then delivering a packaged ‘campaign-in-a-box’ that could be rolled out to selected partners. This included developing the campaign strategy and messaging and then building a full set of tools that would support an integrated marketing campaign.

The client

BroadSoft is the market share leader for cloud unified communications with an open, mobile and secure platform trusted by 25 of the world’s top 30 Service Providers by revenue. Our BroadSoft Business application suite empowers users and teams to share ideas and work simply to achieve breakthrough performance. BroadSoft is transforming the business of communications, by delivering the technology, products and support that Service Providers need to help their own customers work smarter and stay connected.

The challenge

Being able to reach key decision-makers and stimulate new demand increasingly relies on being able to engage customers around their business issues. This is certainly true in the communications market where traditional cost- and price-led arguments are proving less and less effective. Many BroadSoft partners, however, lacked the expertise and resources to develop this type of insight-led marketing for their BroadSoft-based cloud communications offerings.

We therefore needed to establish a framework for how BroadSoft should support Service Provider partners, and then leverage BroadSoft insights, knowledge and resources to develop compelling campaigns, which help partners generate new sales opportunities.

Our approach

The project involved a number of stages:

1. Partner engagement

To ensure we maximised partner engagement, we initially had calls with a number of key partners to establish the tools that would be most useful to them, explore how they would integrate into their existing marketing activities and gather their views on the areas we should focus on within the campaign.

2. Through-partner marketing framework

Through a combination of workshops with BroadSoft stakeholders and our own research into the key drivers of cloud communications adoption across the SMB market, we then created a top-level framework to support a series of through-partner marketing campaigns.

As part of this framework we addressed a broad range of issues, including the different types of content that would be required at different points in the customer buying journey, how Service Providers would engage their own sales teams and channel partners, and how partners could co-brand or re-brand assets.

As part of the framework we also developed a high-level messaging framework to support a series of campaigns, which included:

- **Overarching campaign theme** focusing on the message of ‘Unleash your business’s true potential with Cloud Communications.’
- **Quarterly campaign themes** identifying different areas to focus on in our ‘Why Cloud Communications’ story.

3. Quarterly campaign planning

Our strategy was to use insightful, issue-led content to attract interest from prospects in the early stages of their buying journey, then build engagement with guidance-led content to help them evaluate the advantages of Cloud Communications. For the first quarterly campaign, we used the theme “Is your phone system holding you back or helping you fly?”, which focused on the costs to businesses of persisting with an outdated phone system. As part of the planning we developed relevant messaging for each stage of the customer journey:

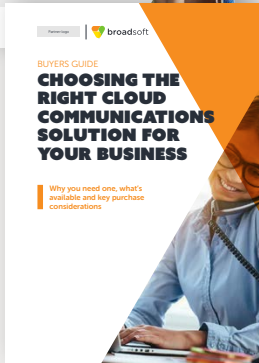
| Customer buying journey | Awareness | Consideration | Decision |
|-------------------------------------|---|--|--|
| Customer question to address | How do I make my business more profitable? | How should I upgrade my phone system in order to improve the profitability of my business? | Which is the best Cloud Communications solution to meet my needs? |
| Our central message | An outdated phone system creates many problems which can damage your profitability. Modernizing your phone system can significantly boost your bottom line. | Cloud Communications solutions offer significant advantages over traditional on-premises phone systems, however its important to get the right cloud system to meet your business needs. | <Service Provider X>'s Cloud Communications solution is the best option for any SMB wanting to modernize their communications systems. |



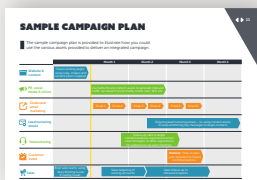
Partner specific content
 Content that is specific to a partner that helps them to differentiate their offering from their competitors. This content is developed in partnership with the partner and is used to support their own marketing activities.

Partner information on Cloud Communications
 Content that provides information on Cloud Communications solutions and cloud service providers, contact details, and more.

Call 020 3693 1211
 www.broadsoft.com



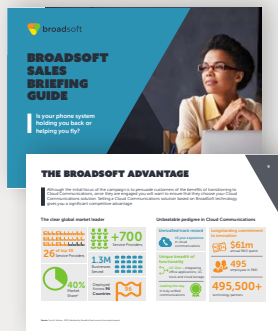
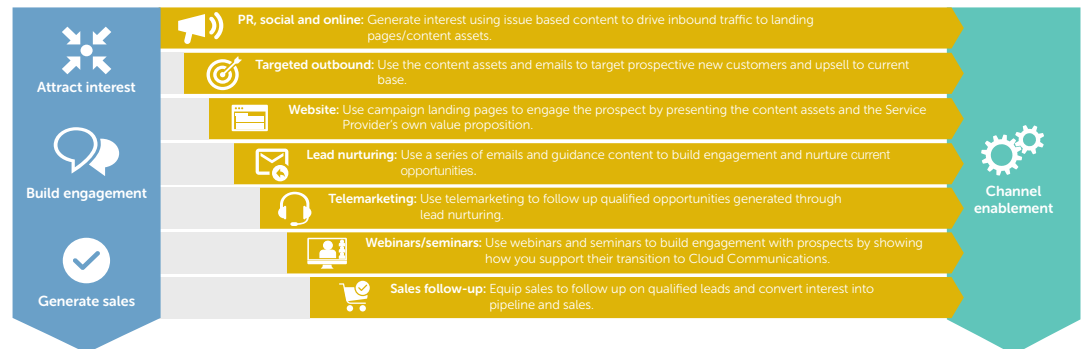
Buyers Guide



Briefing Guide

We built a comprehensive campaign toolkit, to be used by partners to attract interest and build engagement from prospective customers.

As part of the planning we also developed a framework to help Service Providers deliver an integrated campaign, using a full mix of inbound, outbound and sales-led activities.



Sales Briefing Guide



4. Building the toolkit

We then built a comprehensive campaign toolkit, to be used by partners to attract interest and build engagement from prospective customers. The assets we developed were designed to be utilised at different points of the buying journey, and included infographics, eBooks, emails, a Cloud Communications Buyers Guide, a Social Media Kit and landing page content.

To help partners implement the campaign we also developed a Campaign Briefing Guide, a Sales Briefing Guide, an Outbound Calling Guide and boilerplate copy to be used in internal launch comms.

5. Channel launch and partner follow-up

Once the toolkit was complete we then supported the launch to partners by participating in briefing calls alongside BroadSoft. We also conducted follow-up calls with partners involved in the research stage to assess the effectiveness of our campaign strategy and toolkits.



eGuide

One partner reported £1m+ of opportunities generated within 2 months of launch, and positive results against a range of metrics, including a 10% click-through rate from the outbound emails.

A successful outcome

The campaign was well received by BroadSoft partners, with very positive feedback around the quality of the assets and the guidance provided. The commitment demonstrated by BroadSoft in investing in the campaign has helped strengthen the levels of engagement with key partners.

The campaign has already been implemented by a number of Service Providers in the US and UK. One partner reported £1m+ of opportunities generated within 2 months of launch, and positive results against a range of metrics, including a 10% click-through rate from the outbound emails. Another partner achieved over 1,500 visits to their campaign landing page in the first 5 weeks of the campaign running, with 37 leads generated.

As a result of the success of the initial campaign, OneGTM have now been asked to develop a second campaign utilising the same approach.

Client Assessment

They said

“We’ve been really pleased with the results so far from the campaign that OneGTM developed. This approach was new for us, and we’ve had a great reaction from partners. OneGTM have done a great job supporting us throughout the process. The fact that they understand our industry and have experience both in the partnering space and in developing insight-led campaigns has been a real advantage. We’re looking forward to working with them on further initiatives.”

– Paul Rowe, Go To Market Director, BroadSoft



64% of employers expect their employees to be reachable outside of the office on their personal time.



By 2025, 75% of the workforce will be mobile.



THE HIDDEN COSTS OF TRADITIONAL PHONE SYSTEMS

The arguments about replacing an out of date phone system often focus on the direct costs, however the real costs are much higher.

IS YOUR PHONE SYSTEM HOLDING YOU BACK OR HELPING YOU FLY?

Social Media Assets

To find out how One GTM can help your business call 020 3693 1211 email info@onegtm.com or visit onegtm.com