



case study:

Symantec executive door opener (EDO) campaign

challenge

Avnet Technology Solutions is a value-added distributor of technology solutions, representing top suppliers such as IBM®, HP®, Oracle®, Microsoft® and Symantec®. One of the ways Avnet provides value to its Value Added Reseller (VAR) partners is through demand generation campaigns that create new opportunities and leads for these technology systems integrators.

Symantec, one of Avnet's key suppliers, needed to drive awareness and sales of its storage optimization technologies, which allow businesses to optimize the storage they currently have instead of buying more storage servers and software. Avnet asked Loop Demand Gen to plan and execute a lead generation program targeting technology professionals for Capital Data, one of its VARs.

solution

Loop Demand Gen worked closely with its strategic partner, Canyon Communications, to roll out the "Stop Buying Storage" concept to end-users with the goals of generating awareness and setting appointments on behalf of Capital Data. The "Stop Buying Storage" campaign was executed in a multi-step process to develop a list of prospects, communicate the compelling messages and schedule face-to-face meetings for Capital Data's sales reps.

Loop pulled a database on behalf of Capital Data based on its geography, targeted company profile and preferred job title. Then, Loop called down on the initial list, pre-qualified prospects and gathered their opt-in e-mail address. Next, an e-mail blast was distributed that told prospects not to get boxed in by their existing storage assets. The e-mail blast, which was co-branded with Symantec and Capital Data's logo, invited prospects to download an informative white paper about how they can stop buying storage by optimizing their existing storage assets.





After the e-mail blast was sent, Loop tracked open and click-through rates and analyzed that data to develop a “short list” of 30 hot prospects. Then, Loop immediately distributed 30 Executive Door Opener (EDO) dimensional mailers that would gain maximum impact when they landed on these decision makers’ desks. The mailer included three nesting boxes, all of which had compelling benefit messages on the outside. The nesting boxes clearly and visually communicated that prospects could fit more data in the storage they currently have without having to buy more. In the smallest box, a fold-out card provided more detailed information about storage consolidation and included a \$25 Visa® Gift Card to help them “optimize” their shopping. Once these mailers arrived, they were tracked to make sure they reached their destination and the prospects immediately received an appointment-setting call to schedule a face-to-face meeting with Capital Data.

results

The “Stop Buying Storage” multi-touch campaign generated 10 face-to-face appointments and one teleconference for Capital Data. A large amount of anticipated pipeline activity is attributable to them. While face-to-face appointments show success in lead generation, Loop also developed each marketing communications tactic to be trackable. Metrics include:

- **285 contacts touched, which is 72% of contact lists**
- **49.5% of prospects contacted directly through telemarketing**
- **10.45% average open rate on e-mail blasts**
- **5.16% clicked through on the e-mail to download the white paper**
- **33% appointment setting-rate from EDO mailer**

Anecdotal evidence also shows that recipients responded favorably to the EDOs and the incentives, and the messages resonated with the target audiences based on the telemarketing notes and recordings.

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