

Vodafone | Gold Winner

Capitalizing on Marketing's New Tools and Technologies

Helping Business Succeed in a Digital World

BUSINESS CHALLENGE

The challenge for Vodafone Global Enterprise was to develop an ecosystem that enabled us to span geographic borders, work in different languages, and support our company's goals. We improved Vodafone's B2B digital marketing integration based on available analytics from the original Digital Marketing Hub created to support MNC customers.

PROGRAMME OBJECTIVE

Integrating this digital ecosystem allowed us to fulfil the following objectives:

Build our Reputation

- Build our reputation in those markets where we are not as well known (e.g. US and Asia) while changing or building our reputation in already established markets
- Flexibility to target the correct messages to different segments of business customers

Increasing demand

- Increasing customer engagement and drive new contacts and leads within our target accounts both for multinationals customers, but also large corporates in individual countries

Alignment

- Navigate between standardization and the need for each business unit to be agile
- Provide a unified view of our customers/prospects and their Digital Body Language to Marketing and Telesales

PROGRAMME EXECUTION

Some of the key steps Vodafone Global Enterprise had taken to develop the digital ecosystem are as followed:

Improved Marketing and Sales asset sharing

In December 2017, Vodafone Group Enterprise implemented Eloqua Engage as a replacement for 'Forwarding tools' landing pages for a more systematic and trackable sales enablement process. Since then, we have run several successful training sessions for sales users across multiple regions within the organisation. We have also implemented a registration process, where users need to provide their basic contact details as well as information to populate email signatures. The same form can also be used to request an update to details provided earlier. The users are then set up by our Eloqua administrators

Eloqua and Salesforce (1SF) integration

The foundation of our Eloqua and 1SF synchronization is the clean-up and normalization programs called the Daisy Chain. Each of the steps within that solution updates the Contact record to ensure that only high quality records reach 1SF at the end of the Daisy Chain. This automated process ensured correct lead routing for 1SF integration and the access to include market relevant contacts in marketing campaigns.

Integration

Using LookBook embedded experiences has allowed us to serve theme-specific content to our website and landing page visitors, without navigating them away from the initial page they were viewing. LookBookHQ tracks visitor behaviour and is integrated with Eloqua, allowing us to trigger form submissions and follow up actions (e.g. increasing lead score, adding to campaigns) when the visitor activity threshold is passed.

Account Based Marketing initiatives

One of the big initiatives Vodafone took in 2017 was to improve engagement within key target accounts. To facilitate that, we needed better insight into the activities employees of these companies perform on our website and campaign pages. With that in mind, we have implemented custom Adobe Analytics (Omniture) tracking on all Eloqua Landing Pages, aligning the tracking process with the Business website.

Operating model

After on boarding the initial local markets to the initiative with help from external agencies, we moved the platform and demand management to a centralised position within the Vodafone Shared Services. This allowed us to vastly reduce the on boarding costs and have full visibility and control over the process.

Enterprise Social

We launched the Enterprise Social platform in 2016 to track customer interactions with social posts shared by Vodafone employees, utilising the Dynamic Signal application. The app has been a huge success for VGE, with over 3k users since we launched the platform, 30 % Increase in clicks on content that employees have shared (1st 6mths vs 2nd 6mths) and a 43% Increase in reactions on posts employees share (likes, shares, comments) (1st 6mths vs 2nd 6mths).

BUSINESS RESULTS

The business benefits of the Digital Marketing Hub for Enterprise include:

- 250% increase in marketing generated revenue year on year between 2016 and 2017
- 70% software license cost saving for WCS and Eloqua per market compared to standalone deployments
- 40% cost reduction on developing marketing assets using the Vodafone Shared Services agency supporting the ecosystem
- 100% deployment cost reduction for local markets (100-150k Euro initial cost saving) thanks to new onboarding model.
- Lead follow-up time reduced by 75% in India using Eloqua and 1SF integration.
- Reduced onboarding time for new markets to 6 weeks from initial 6-12 months thanks to new operating model