

SaaS Client Gains 30 Sales Opportunities with Global Enterprises Plus Partnership Opportunities with ServiceNow, IBM & Others

About the Client

Our client, a UK IT Operations and ITSM Analytics Company, was founded in 2002 with the vision of applying predictive analytics to de-risk future IT plans and reduce IT costs for leading global enterprises. They are one of the few companies in the world that are focused on “future IT plans”. After applying their what if scenario modeling and advanced statistical modeling technologies and their forward-thinking analytics approach to help tier 1 banks predict capacity related events, model for future growth and model for hardware transformation, the company decided to change their business model and create a Capacity Planning as a Service product with consulting in the back end.

Results Using Get LinkedIn Help

1200+ Enterprise IT Leaders Inside Their Forward Thinking ITSM Group

30 Sales Opportunities Within the Past Year

Partnership Opportunities With ServiceNow & IBM

The Challenge

Our client needed to create demand for a new product in a new category that no one was familiar with – Capacity Planning as a Service. This is an on-demand, cloud based subscription service that starts by showing customers what resources they have now (both virtual and physical), what they are actually using and where there is existing room for growth. From there it calculates capacity projections and potential outcomes for months in advance, enabling the optimization of current resources and allowing changes and system upgrades to be made before performance is affected. By providing a SaaS delivery, our client is providing financial institutions, retailers and other enterprises.

Our client has some pretty large competitors but no one (until our client took the charge) created the Capacity Planning as a Service category. Their competition is also concentrated on addressing real time or near real time capacity management use cases, looking only hours or days ahead rather than extending the capacity planning horizon with predictive analytics. So, Sumerian is calling for a new approach as well to avoid the thresholds being crossed in the first place instead of having to react to threshold-crossing alerts.

As 451 Research indicated when they covered our client, they'll have to break out of its niche category (the finance industry) if it is to gain significant traction as an international player.

Why Use LinkedIn to Launch Our Client's SaaS Solution:

70%

LinkedIn Influences 7 Out of 10 IT Buyers in Every Stage of the Decision Making Process

50%

More Likely to Engage With Vendors on LinkedIn Than Any Other Social Network

2x

More Likely to Get the Sales Meeting Than Cold Calling or Email

The Approaches That Led to Success on LinkedIn

1 Challenger Approach – We provided our client with a thought leadership content strategy that challenged common thinking. The research studies that they completed with organizations like Freeform Dynamics show that close to 60% of organizations are experiencing downtime and/or service degradation as a result of capacity related issues and it's because organizations do not have the tooling or resources. In fact, many IT leaders are using the over-provisioning and forget approach, ad hoc tooling and even Excel spreadsheets. We had our clients create content that shows how most organizations' business services are at risk (including IT security that the C-suite is so worried about) because they are not using advanced capacity planning tools and approaches.

2 Influencer Marketing Approach – Because our client's studies showed that more than four in five cited both lack of senior executive understanding of the issues (84%), and securing budget to implement and run necessary solutions (86%), as challenges in relation to IT capacity planning and management, we created an influencer marketing strategy. This included creating LinkedIn publishing platform posts like: “New Research Shows That IT Leaders Need to Make a Stronger Business Case for Capacity Management”, articles with information on how to make the business case, slideshare presentations that show how our client's existing client base have made the business case and webinars. Because key decision makers, have yet to understand why they need our client, this has become a key part of our LinkedIn program.

3 Account Based Marketing Approach Using Trigger Events: We put together and implemented a prospecting strategy where we targeted key decision makers and influencers that our client wanted to work with – and make the connection when they might be most amenable to taking action. We leveraged trigger events such as holiday season outages from retailers like Amazon and Ebay, outages by Delta and Southwest, the Brexit IT fiasco and the fact that CSC was opening a ServiceNow division with 1200+ ServiceNow clients.

We have learned that trigger events are key drivers to altering a prospect's priorities. In the third paragraph put a period after community and get rid of the colon and the group name. By using them effectively we were able to make connections with key IT decision makers from large enterprises and have them wanting to learn about rising technologies and new approaches (even though they were comfortable with the status quo.)

As a result of their heightened interest, we're able to convert at least 50% of Sumerian's connections into members of their LinkedIn community: “New IT Operations Management Strategies for IT Professionals”.

4 Community Building Approach: Inside our client's LinkedIn community we have discussions and content that discuss the future of the CIO and other IT leaders and how they must evolve and learn how to align their IT with business objectives. Group members are finding the latest advances in capacity planning technologies and approaches that will enable them to model for growth, balance service risks and costs and future-proof IT change initiatives and service performance.

Members are also gaining access to discussions around 3rd party content from credible sources like Gartner that supported the need for new capacity planning approaches as well as case studies, information and strategies that our client's prospects needed to evolve and mature their IT processes and practices in order to cost effectively tackle complex challenges such as virtualization, datacenter consolidation and technology refreshes.

We also worked with their outside PR and communications firm to leverage the publicity they were generating with top publications like Tech Radar, Storage Magazine, Capacity Magazine, The Drum, Networking+, ComputerWorldUK, Cloud Computing Intelligence, Business Computing World, V3 and Datacenter Dynamics. This helped us build their thought leadership presence inside our client's group and other groups.

By building a dynamic LinkedIn community that challenged the status quo and provided real value to our client not only gained interest from IT organizations – but also showed potential partners that they have a following and there is a need. This helped them in acquire partners like IBM, CSC and ServiceNow.

5 Lead Nurturing Approach: We didn't just stop once members joined our client's group. We didn't rely on the value-added conversations. We continued to nurture relationships on our client's behalf until prospects raised their hand and said, “Yes, we want to talk further about X.” We didn't just send out blanketed emails that look like we sent it to thousands of other people – each message was customized based on what was happening at the prospect's company – and what the prospect was liking, commenting, sharing or even opt-in for.

We Didn't Just Have Conversations – We Had the Right Conversations



Many social media experts say that the “conversation” is the relationship. But we think that having the right conversations is the relationship. You need real engagement when you have a high priced product and a complex B2B sales cycle.

We were able to enter the right relationships for our client because we demonstrated their thought leadership from the beginning and turned the “buyer and seller” relationship on LinkedIn into “Subject matter expert and interested party” relationship.

What we implemented for our client is what we call a “social product marketing” program. This means we focused on the complete awareness to revenue customer life cycle. As our client's Marketing Director mentioned, GetLinkedInHelp.com goes beyond the brand awareness tactics that were getting little results for them. We built a community of interest around their product and implemented a social program on LinkedIn that transitioned group members through the purchase lifecycle.

Summary of Our Results

50% Connection to Group Conversions

1200+ IT Group Members From Companies Like:

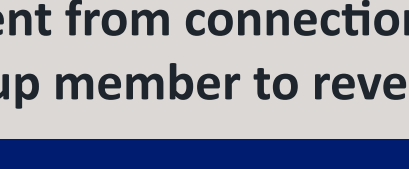


Generated Interest & Sales Conversations With:



Went from connection to group member to revenue!

Contributed to the Formation of Partnerships With:



IBM

serviceNow

JCPenney

Recently Asked For RFP After Seeing Content Inside the LinkedIn Community

GetLinkedInHelp.com

GetLinkedInHelp.com is a LinkedIn marketing and social content marketing firm that is recognized for its unique ability to go beyond “brand awareness” tactics and actually develop content that drives next step actions beyond the click, like, comment or share. We focus on building and leveraging prospect relationships that turn into sales opportunities and revenue.

Through our LinkedIn profile makeover services, social content marketing consulting programs, LinkedIn and content marketing workshops and our ongoing managed services, we have created more marketing qualified opportunities for tech companies, professional service firms and consultancies than all of their other marketing initiatives.

A Snapshot of Some of Our Other Results...

400%

ROI for an International Coaching Firm

\$300,000

in Additional Yearly Revenue for a Top Marketing Firm

900+

IT Decision Makers for a SaaS Company Leading to More Sales Opportunities

AutoPoint

30%+ More Webinar Registrations & 5 New Clients From LinkedIn

EVAN CARMICHAEL

Gained More Than \$10,000+ in Less Than 30 Days Using Our Strategies

The Lindenberger Group

Attracting More HR Clients From the US and Abroad

Go to GetLinkedInHelp.com or call 609-306-6205 to learn more about our LinkedIn marketing and social content marketing programs