

Award Winning Demand Generation

for  **Shawbrook
Bank**

Prepared for **Stuart Kerr**

About MarketMakers



m **RANKED NO.1**
TELEMARKETING AGENCY IN THE UK

MULTI-CHANNEL MARKETING **AWARD**
WINNING & NUMBERS FOCUSED

EXPERTISE ACROSS A WISE RANGE OF INDUSTRIES

B2B
SPECIALISTS



16
YEARS OLD

1 MILLION +
B2B CALLS
MADE PER MONTH

10,000
APPOINTMENTS
BOOKED EVERY MONTH

£500 MILLION OF CLIENT SALES FROM OUR CAMPAIGNS THIS YEAR

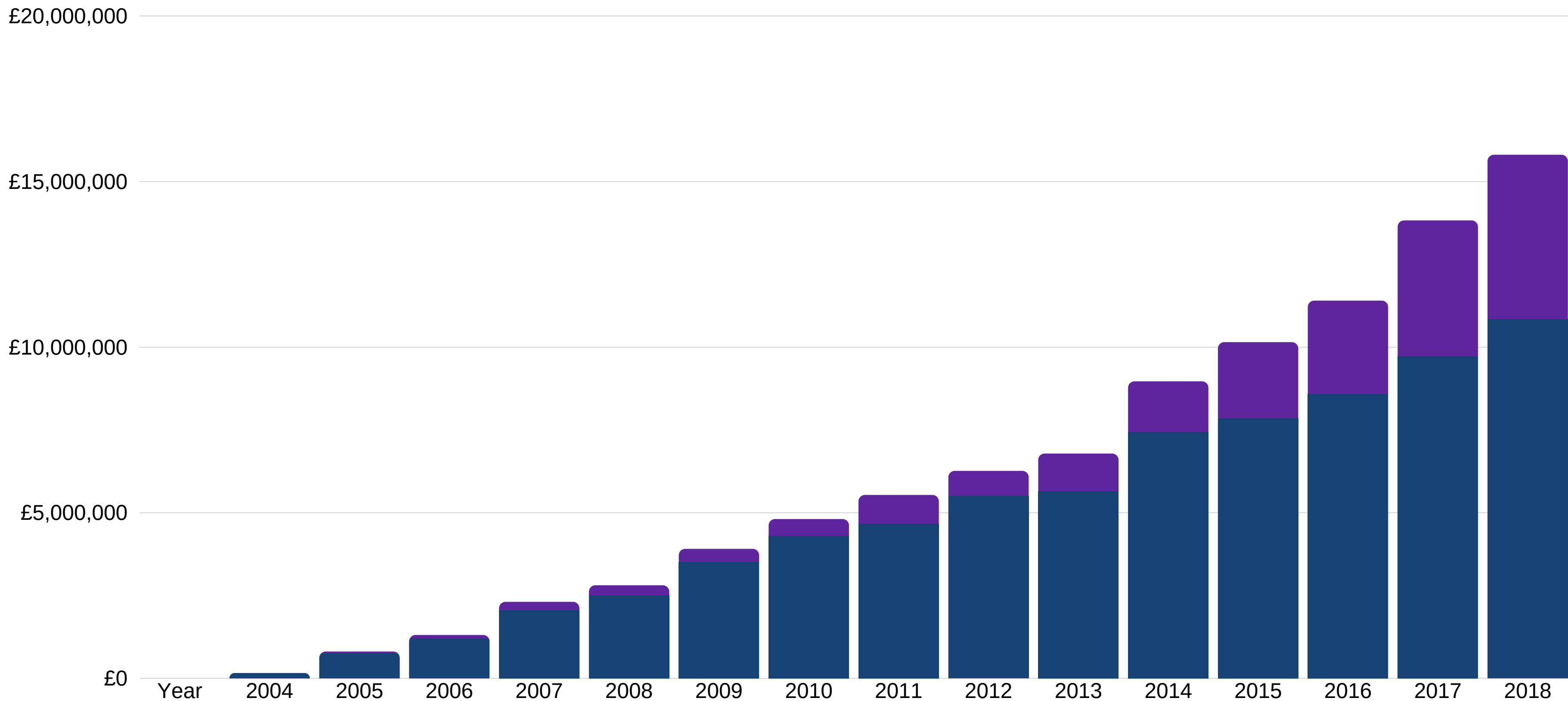
375
OF THE INDUSTRY'S MOST TALENTED INDIVIDUALS

HIGHEST STAFF RETENTION IN THE INDUSTRY

STRONGEST RETENTION IN THE INDUSTRY

AWARD WINING BUSINESS SCHOOL
GREAT PLACE TO WORK
6 YEARS RUNNING

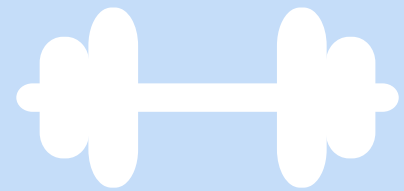
The Story So Far...



Our Offering



B2B Powerhouse



MarketMakers and Really B2B come together to form a B2B powerhouse to deliver growth, provide innovation and make important projects happen. We truly believe we have the greatest team, cutting-edge data and tech and unique end-to-end capabilities all under one roof.

Quality of Opportunity



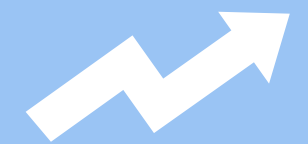
We won't waste your team's time chasing poor quality prospects. Every opportunity we uncover for you, whether it's a lead, appointment or completed sale, will be fully qualified and approved by our Quality Assurance department before being released to your team.

Reporting



Our online 'MMCloud' portal and app shows results in real time, while our transparent reporting and call recordings let you see exactly how your campaign is performing at all times. Our weekly and monthly forecasting on results allow you to effectively plan your resource and give you complete flexibility of your campaign.

Measurable Business Growth



When partnering with a marketing agency, you need to feel confident that your marketing spend will result in return on investment. With MarketMakers and Really B2B, it's all about transparency, measurability and demonstrating ROI is our number one goal.

Our Awards



B2B Marketing

#8 UK B2B marcomms
agency 2020



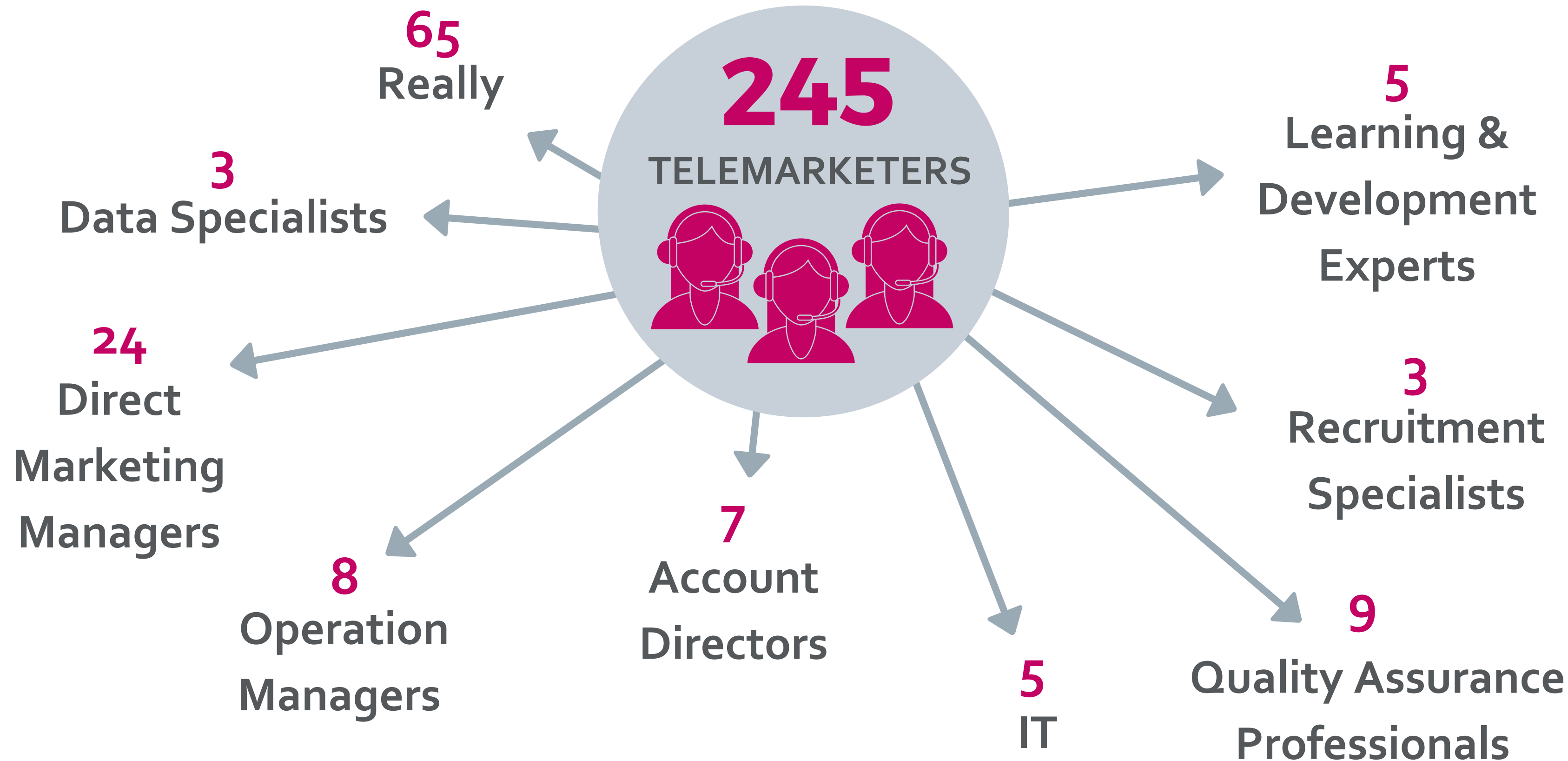
B2B Marketing
TOP B2B
Telemarketing Agency



UK National
Contact Centre
Awards



Our People



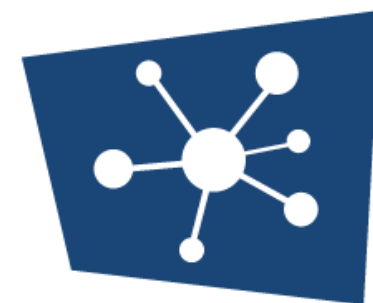
Our Clients



The MarketMakers Business School



The MarketMakers Group have a variety of internal and external training opportunities available for our employees. Internally, our Business School runs power sessions on everything from closing techniques, advanced excel and wellbeing sessions. All of which are endorsed by the Institute of Sales Management.

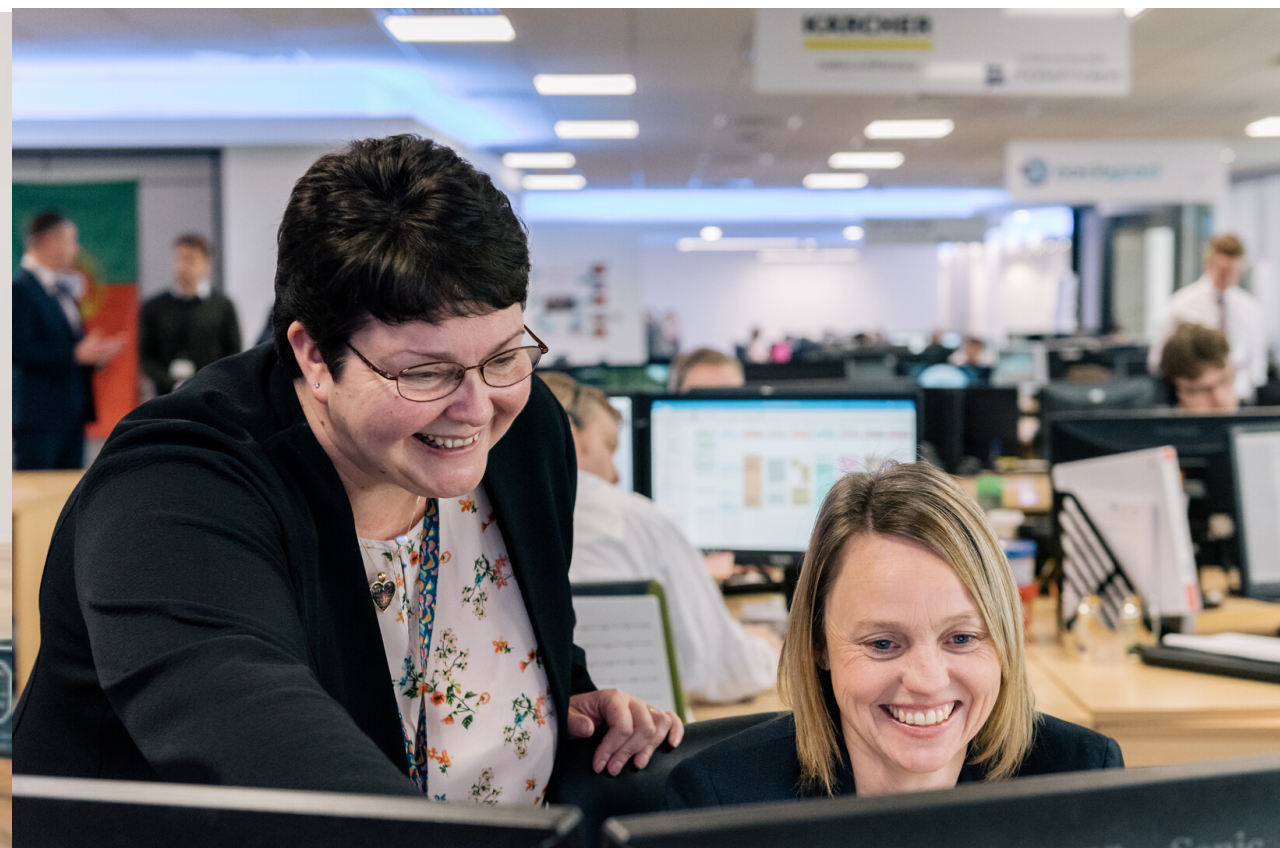


marketmakers
BUSINESS SCHOOL

Power Sessions



Buddy Sessions



Campaign Workshops



MARKETING ON STEROIDS

O2 is a mobile network operator and the UK branch of the Spanish telecommunications company Telefonica. Telefonica took over O2 in 2005 for nearly £18 billion and has since brought under its control Telefonica's European counterparts.

With 25.1 million connections, O2 is the one of the largest mobile network operators in the UK. In spite of their success, O2 needed a quick and strategic launch for their new business mobile tariff, and found just that in MarketMakers.

Local Government

Charities

Public Sector



O2

The Problem

O2 launched a new tariff only available to those working in the public and voluntary sectors. This was titled the 'Number 10' plan. The plan cost just £10 a month for unlimited calls and 1GB of data.

With such an exceptional offer it was important for O2 to hit the market quickly and reach potential new customers before any corresponding contracts were made available. They needed an almost overnight campaign. Traditional marketing techniques such as running ads or sending mailers, would be too slow, they needed 'marketing on steroids'.

The Goal

The objective of the campaign was to generate high quality leads for the O2 sales team to close approximately 2,000 connections per week, with the overall goal of achieving 200,000 connections throughout the campaign.

The idea was to hit the marketplace hard for the first 3 months whilst there was no product on the market to compete with the No.10 Tariff, and to increase O2's market share by 10% to an overall 20%.

The Solution

O2 found the solution with MarketMakers. We were immediately able to allocate a team of highly-experienced and results-oriented telemarketers to start telephoning public and voluntary sector organisations.

Within 13 weeks, MarketMakers had generated 400 leads for O2 to develop further. Those leads would result in 200,000 new connections and by 14th November, O2 was so overwhelmed with new leads from MarketMakers that it needed to pause the telemarketing campaign.

400 New Leads Generated

200,000 New Connections Made

125% Against Target



Redstor provide cloud data management solutions, helping clients discover, manage and protect their data from a single control centre, unifying data backup and recovery, disaster recovery, archiving and data search and insight. Founded in 1998, Redstor are disrupting the world of data management with its range of solutions that enable organisations to access data on demand wherever it is stored and across any device, demolishing downtime.

Target Audience

The decision-making units:

- IT Director
- IT Manager
- DPOs
- Risk/Compliance



The Problem

Following recent investment, Redstor are on an aggressive growth journey. An effective martech suite of products were identified as a way to help support a demand generation programme with the objective to generate product demonstrations for conversion to sale. In addition, the investment in martech needed to deliver marketing and sales team operational efficiency ensuring sales could now focus on closing and marketing could focus on product and brand development. With programme launch in just eight weeks, the martech programme and demand generation engine needed scoping, integrating and deploying at lightning speed to coincide with a Gartner event.

Demand Generation Tech Stack



The Solution

Working with Really B2B and MarketMakers, a range of solutions were selected to work in conjunction with existing Redstor technology, as well as integrating proven tools to support the programme. The martech suite incorporated data integrations, planning and benchmarking software, an agency CRM, a content optimisation hub, website personalisation tools, intent data and more.

200%

Expected ROI



Highly-segmented demand generation strategy



Martech solutions deployed for data, core, content & personalisation and insights & analytics:

- Vortex-led telemarketing
- Bespoke Turtl thought-leadership content
- IP-personalised Webeo landing pages

328%
Increase in Monthly MQL volume

50%
Increase in conversion to demo

100%
Increase in IP-personalised site dwell time



Chris Sigley,
Sales Director,
Redstor

"The programme has had a positive impact on my sales team. They are laser focused on engaging with MQLs, rather than hunting their own prospects. We're only a few months into the programme but are seeing positive performance improvements all round".

Any Questions?

Please feel free to email me on
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marketmakers



Shawbrook
Bank

xeim
Excellence in marketing