

## Case Study

"Reaching an audience of 76 million, helping drive a 94.8 per cent month-on-month sales lead increase"

As Cogeco Peer 1's new financial year drew closer, the company was still chalking out its business objectives and strategy. With no messaging and no defined brand identity, it approached Champion with a broad brief of 'creating awareness and generating leads.'

We recognised a clear opportunity within an area that had largely been under reported; women in technology. Cogeco Peer 1 has some industry-leading initiatives in this area and is closely involved with some organisations whose mission is to help and encourage women into technology.

### #WomenInDigital

Champion created a campaign called #WomenInDigital. Aimed at IT decision makers and influential women in technology, we set a few key communications objectives: to illustrate the company's forward thinking in this area and raise the profile of Susan Bowen, the new EMEA General Manager, who we found to be passionate about promoting the role of women in technology.

These objectives also included increasing the volume of press coverage for Cogeco Peer 1, establishing greater contacts between Cogeco Peer 1 and key journalists; raise public awareness of the company's brand, help with recruitment and proactively help develop sales and marketing leads.

### Driving quality leads

After setting clear and tangible goals, we created an integrated inbound marketing and earned media campaign with content tailored to meet a specific buyer persona. This aimed to harvest quality leads among the potential buyer base.

One of the main content highlights was a round table video, hosted by Ellie Burns, Editor, Computer Business review that featured Susan Bowen the new EMEA General Manager. We also asked other influential speakers from the wider industry to feature on the panel. Attendees and panelists included IT industry specific recruiters known for having their finger on the pulse.

Beyond this, we created and executed a social media programme which ran throughout the year, peaking with activity during the celebration of International Women's Day. This was also bolstered with ongoing press office opportunities to further champion the role of the EMEA GM in promoting the role of women in technology. We also designed accompanying graphics to support the social and website content initiative and Facebook paid advertising to drive traffic to the roundtable videos.

### 76 million viewers and double growth

This resulted in a BBC Worldwide interview for the EMEA GM which was circulated to an audience of 76 million. The roundtable video received 13,000 views and 1,117 social interactions were generated. Overall, the campaign raised awareness across both the IT and business press including BBC World News. Champion's expertise in inbound marketing and knowledge of the HubSpot platform also generated a large number of marketing qualified leads contributing significantly to a 94.8 per cent month-on-month increase of organic leads via social media. The campaign also led to a significant revenue-growing won sales opportunity.

### Client

Cogeco Peer 1

### Industry

Managed services

### Champion provides

Earned media & Inbound marketing

### Location(s)

EMEA

*"Five years ago, Cogeco Peer 1 was an unknown in the UK with four employees and no office. Today, we have two thirds of media voice share, outstripping our major rivals Amazon and Rackspace, and with revenues in the millions."*

### Tom Adams

Marketing Manager, EMEA