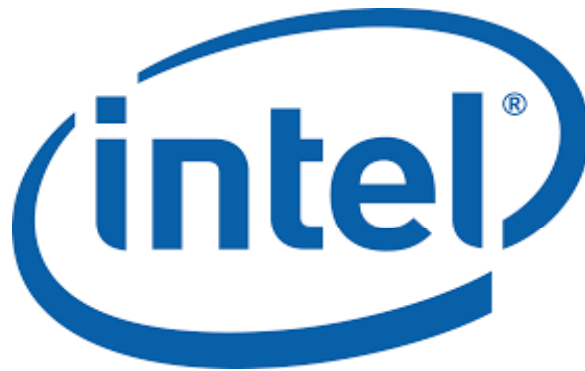


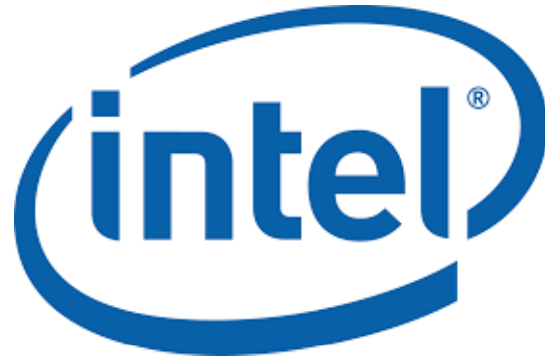


# Intel- Case Study on Lead Generation & Content Syndication Campaign

Products : Intel Hybrid Cloud & Business  
Transformation



# Intel Campaign Objective



***Campaign Objective:*** Drive 500 HQL Leads (Highly Qualified Leads) for ***Intel- Hybrid Cloud Business Transformations*** within Cross Verticals Enterprise ITDM Community.  
(Non BFSI)

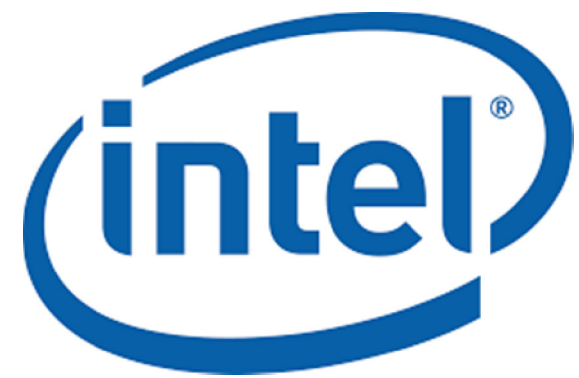
***Approach: (Ready Made promotion Material)***

Leverage the assets (TVC, banners and white papers) to be placed on CXOtv.news, itVARnews and newswire to generate leads.

Content syndication (technology blogs/thought leadership blogs/use cases/client interviews/social tweets/linkedin promotions)

*Landing Page, EDM, Use display, Form based Email ,Content to generate response drive HQL ( Highly Qualified Leads )*

***Introduction of LolaGrove.com for lead integration and acceptance timely feedback***



# Intel Lead Drive Campaign

## ***Campaign Drive Leads:***

To introduce Customers the Intel's "**Hybrid Cloud Solutions**" for Enterprise across verticals/ Industry.

## **Key Points:-**

Intel has come up with the latest technology on cloud for business transformation, which can boost efficiency, productivity and security- "**The Platform for Digital Transformation**".

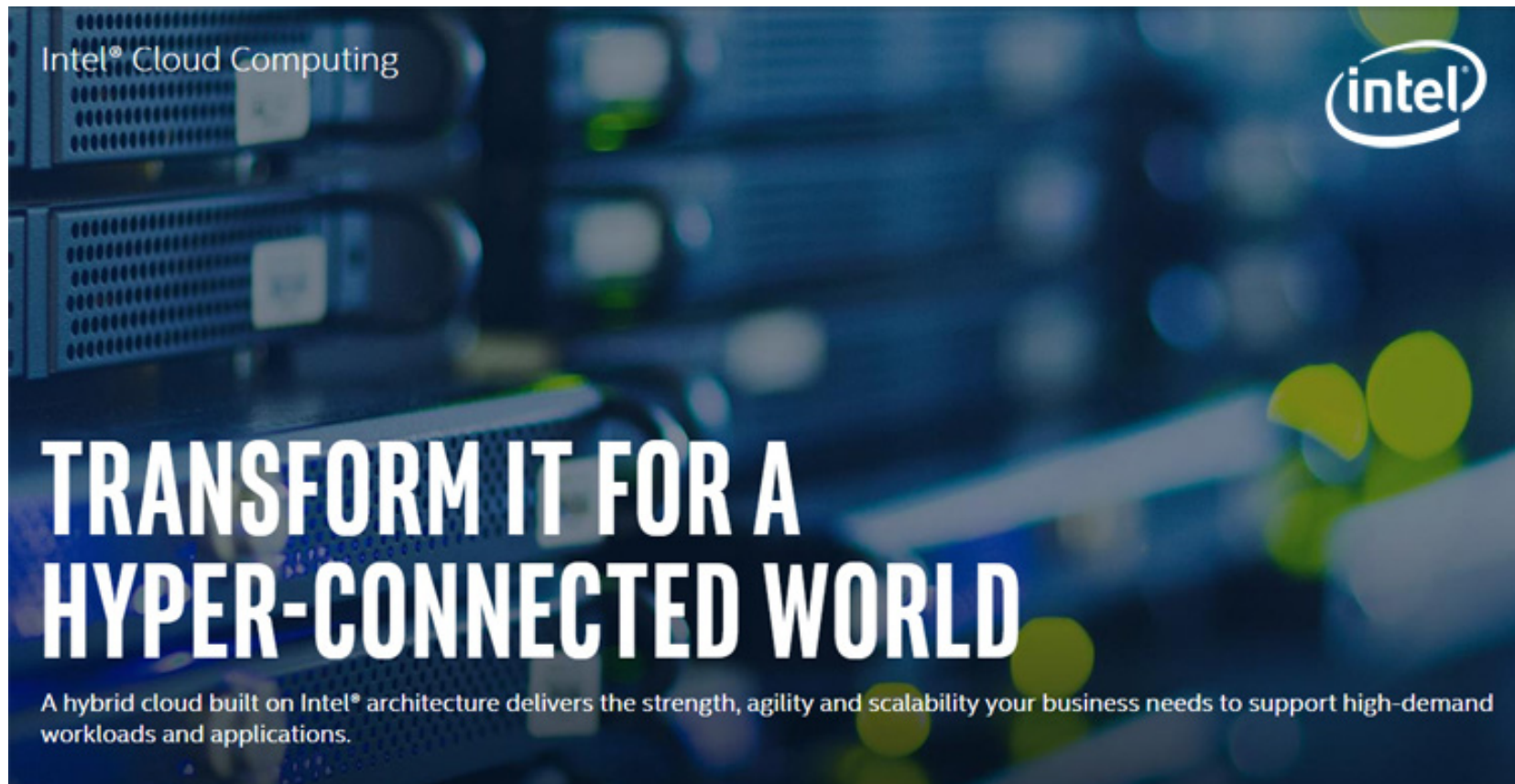
## **Few Benefits of Intel Hybrid Cloud:-**

- ❖ **Modern & Efficient**
- ❖ **Cloud Data Centre**
- ❖ **Unified & Open**
- ❖ **Highly Scalable**
- ❖ **Simplified innovation**
- ❖ **Agile, Robust & Highly Secure**



# Intel Lead Drive Campaign

- Digital banner on newswire

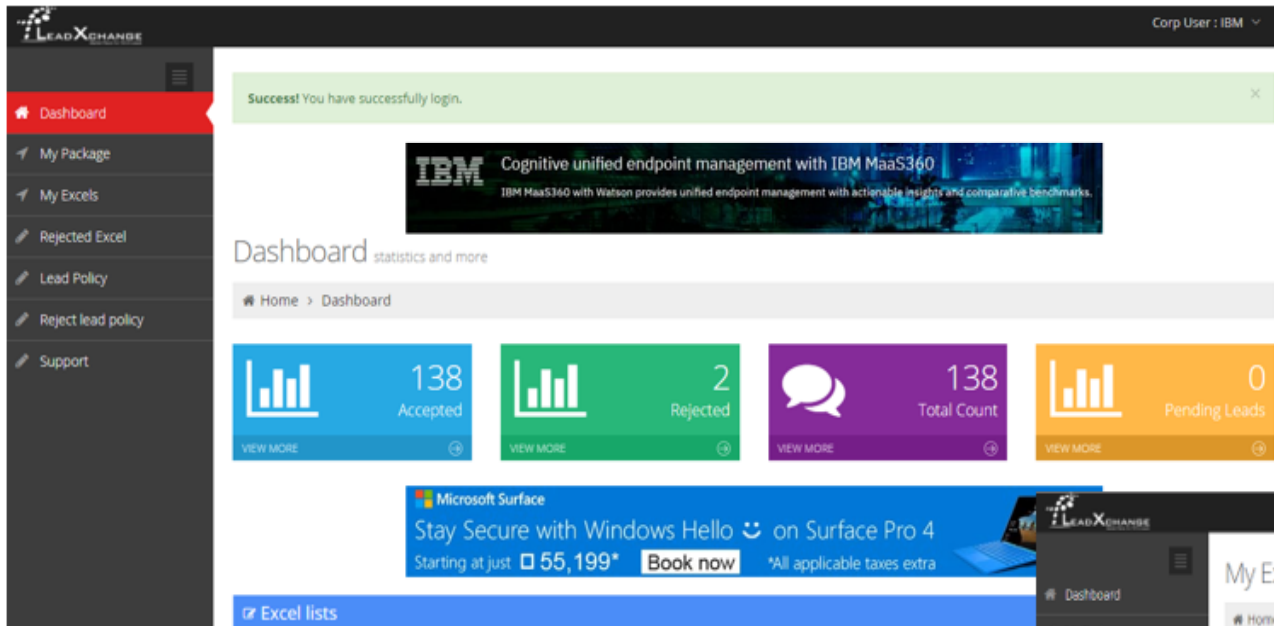




# HQL Criteria

BANT Criteria		
	<b>HQL – High Qualified Leads (Fulfill BANT)</b>	<b>NQL – Nurturing Leads (Partially fulfill BANT)</b>
<b>Project Confirmed with Budget</b>	Project confirmed with or without budget	No confirm project
<b>Authority</b>	Decision makers / Influencers	Decision makers / Influencers
<b>Need</b>	Customer Needs and Pain points have been identified.	Customer Needs and Pain points have been identified.
<b>Time</b>	Within 3-9 months	6 – 24 months
<b>Solution Discussed</b>	Requirement can be met.	Requirement can be met.
<b>Next Steps</b>	Demo Request, RFP, Vendor Evaluation	Send Information, Events, Marketing Activities

# Lead Monitoring & Management



Success! You have successfully login.

**IBM** Cognitive unified endpoint management with IBM MaaS360  
IBM MaaS360 with Watson provides unified endpoint management with actionable insights and comparative benchmarks.

Dashboard statistics and more

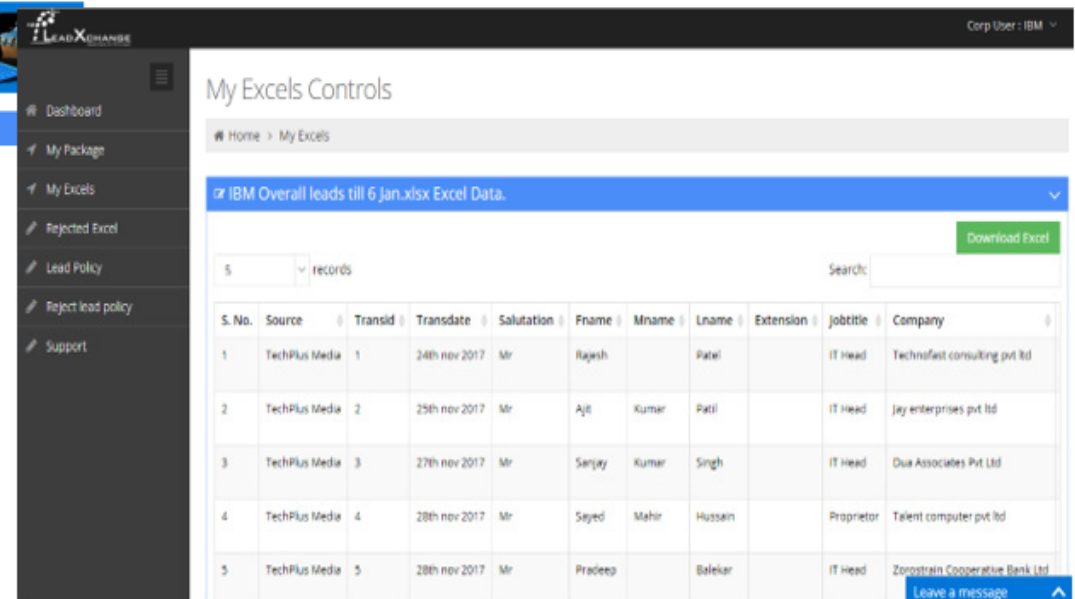
Home > Dashboard

138 Accepted	2 Rejected	138 Total Count	0 Pending Leads
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Microsoft Surface  
Stay Secure with Windows Hello on Surface Pro 4  
Starting at just ₹ 55,199\* [Book now](#) \*All applicable taxes extra

Excel lists

Monitor and manage your lead through Leadxchange From Anywhere at Anytime



My Excels Controls

Home > My Excels

IBM Overall leads till 6 Jan.xlsx Excel Data. [Download Excel](#)

5 records

S. No.	Source	Transid	Transdate	Salutation	Frname	Mname	Lname	Extension	Jobtitle	Company
1	TechPlus Media	1	24th nov 2017	Mr	Rajesh		Patel		IT head	Techinfest consulting pvt ltd
2	TechPlus Media	2	25th nov 2017	Mr	Ajit	Kumar	Patil		IT head	Jay enterprises pvt ltd
3	TechPlus Media	3	27th nov 2017	Mr	Sanjay	Kumar	Singh		IT Head	Dua Associates Pvt Ltd
4	TechPlus Media	4	28th nov 2017	Mr	Sayed	Mahir	Hussan		Proprietor	Talent computer pvt ltd
5	TechPlus Media	5	28th nov 2017	Mr	Pradeep		Balekar		IT Head	Zorostrain Cooperative Bank Ltd

[Leave a message](#)

# Targets VS Achievements

## ✓ **Targets**

**Campaign product** – *Intel Hybrid Cloud Solutions*

**Target** – Across Verticals Enterprise, ITDMs – Non BFSI

**Total** – 500 leads – [Accepted on Lolagrove.com](#)

**Budget** – 20 Lacs

**Time lines** - 2 month

- **Approach: (Ready Made promotion Material) –**
- Content syndication (technology blogs/thought leadership blogs/use cases/client interviews/social tweets/linkedin promotions)
- Landing page, EDM *Use display, Form based Email ,Content to generate response & drive registration.*
- Leverage the assets (TVC, banners and white papers) will be placed on CXOtv.news, itVARnews and healthtechnology.in and newswire to generate leads .

## ✓ **Achievements**

**Campaign product** – Intel Hybrid Cloud

**Achievements** – 500 leads in 60 days

**Business Generated** – 27.65cr





**Thank You!**