

VEEAM - Case Study on Live Webinar

Products : backup, disaster recovery and intelligent data management software for virtual, physical and multi-cloud infrastructures

VEEAM

Intel Webinar Objective



Campaign Objective: Drive 500 Online Registrations for data backup, disaster recovery and intelligent data management software for virtual, physical and multi-cloud infrastructures **the Live Webinar** within ITDM Community across India.

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)

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

Online Registrations integration to VeeAm and report shared by Agency with us.



VeeAm Webinar Campaign



Campaign Drive Registrations:

To introduce Customers the VeeAm's "**Backup & data management virtual & 360 degree multi cloud**" for SMB & Enterprise industry across India.

Key Points:-

Veeam has come up with the latest technology on backup and multi cloud solution.

Veeam Software is the leader in Cloud Data Management, providing a simple, reliable and flexible solution for all organizations, from SMB to Enterprise provides business transformation, which can boost efficiency, productivity and security.



Targets VS Achievements



✓ **Targets**

Campaign product – VeeAm data backup & multiCloud Solutions

Target – SMB & Enterprise, ITDMs

Total – 500 Online Registrations & 100 Attendees – Accepted by Client's Server Report

Budget – 10 Lacs

Time lines - 30 Days

- **Approach: (Ready Made promotion Material) –**
- Content syndication (technology blogs/thought leadership blogs/use cases/client interviews/social tweets/linkedin promotions)
- Landing page, EDMs, *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**

Achievements – 100 Valid Attendees in India (at 10 AM Weekday)

- 50 HQL Approved by the cleint

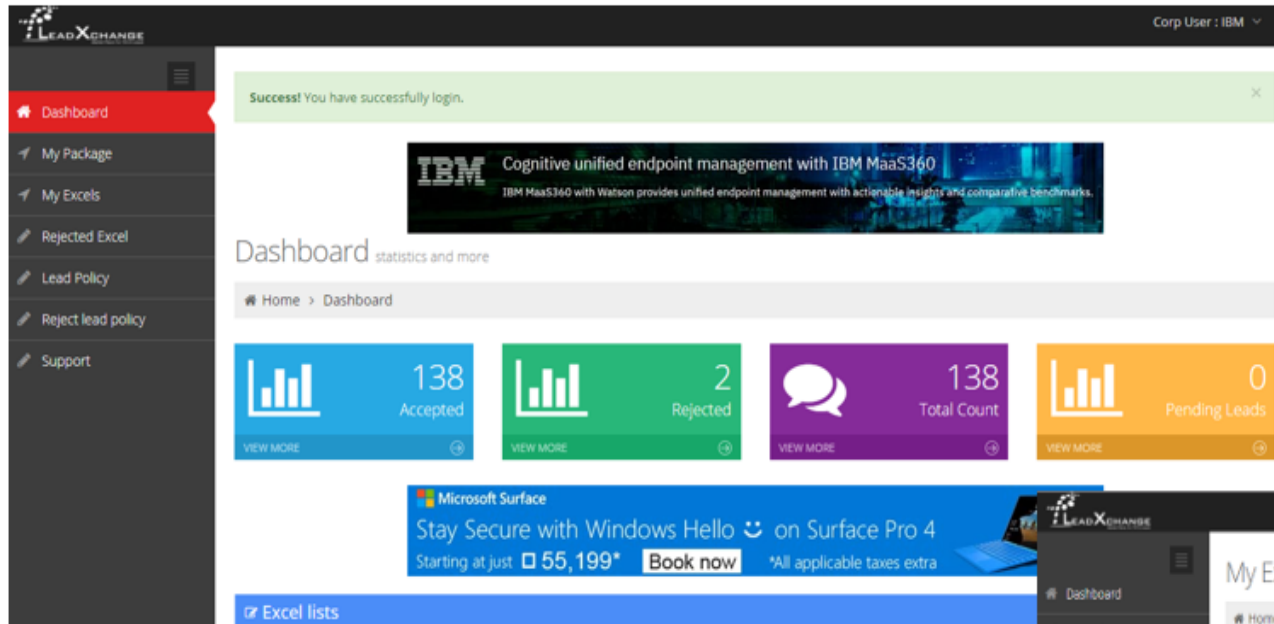
Business Generated – TBC



HQL Criteria for Lead Generations

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

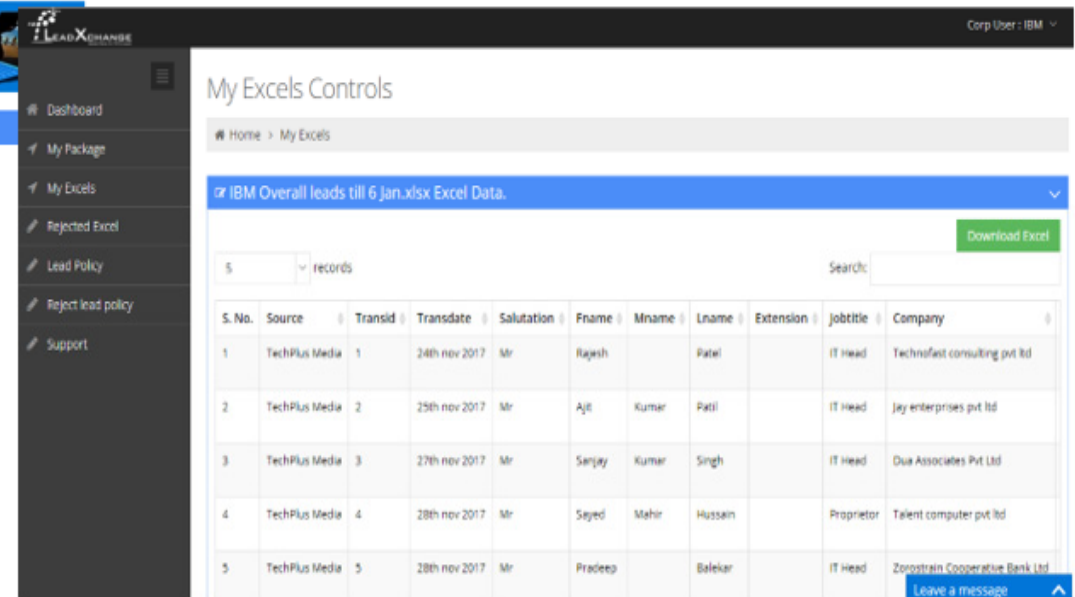
Home > Dashboard

138 Accepted	2 Rejected	138 Total Count	0 Pending Leads
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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	Fname	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	Hussain		Proprietor	Talent computer pvt ltd
5	TechPlus Media	5	28th nov 2017	Mr	Pradeep		Balekar		IT Head	Zorostrain Cooperative Bank Ltd

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Thank You!