

Lenovo- Case Study on Lead Generation Activity

Products : Lenovo ThinkPad & ThinkStation & Tablet



Lenovo Campaign Objective



Campaign Objective: Drive 150 HQL Leads (Highly Qualified Leads) for **Lenovo- Think pad and Think Station** (Lead Generation) within Enterprise ITDM Community.

Approach: (Ready Made promotion Material)

Leverage the assets (TVC, banners and white papers) to be placed on LeadXchange , CXOtv.news, itVARnews and healthtechnology.in 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)



Lenovo Lead Drive Campaign



Campaign Drive Leads:

To introduce Customers the Lenovo's "ThinkPad & ThinkStation" for Enterprise across verticals Industry.

Key Points:-

Lenovo has come up with the latest models of laptops, desktop & tablet, which can boost efficiency and productivity - **Heavy on features, light on weight.**

- ❖ Lenovo Think pad Laptop E470
- ❖ Lenovo Think pad LAPTOP L470
- ❖ Think station P320 desktop
- ❖ Lenovo think centre Desktop
- ❖ LENEVO tablet X1

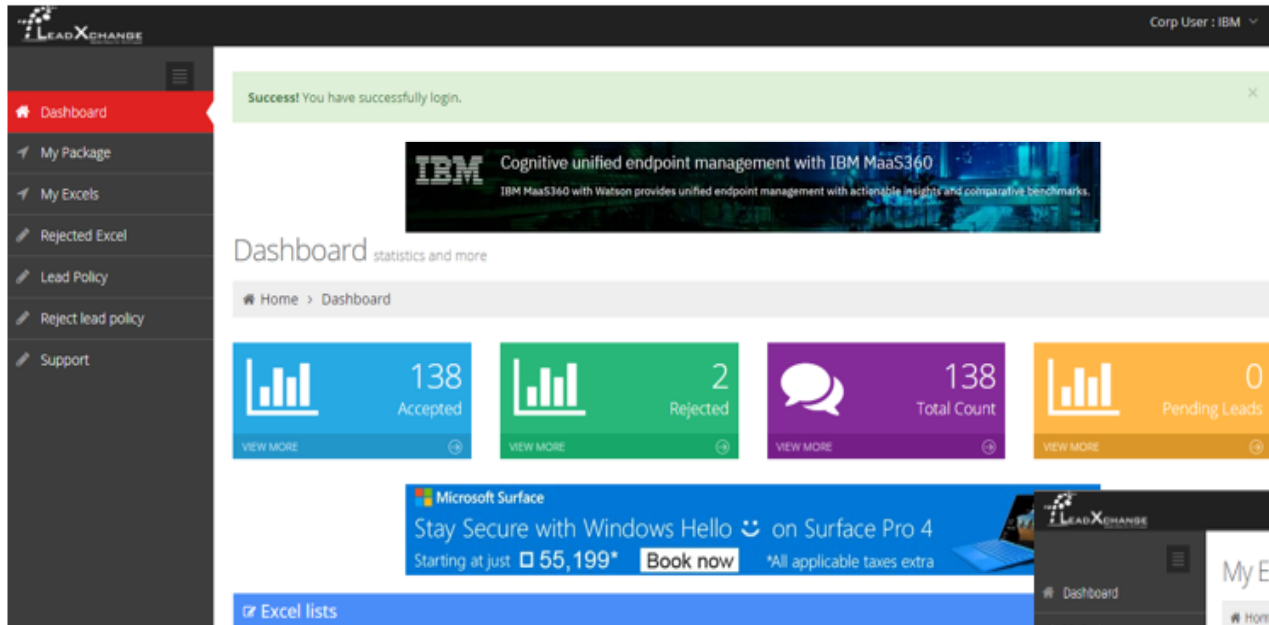




HQL Criteria

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.

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Dashboard statistics and more

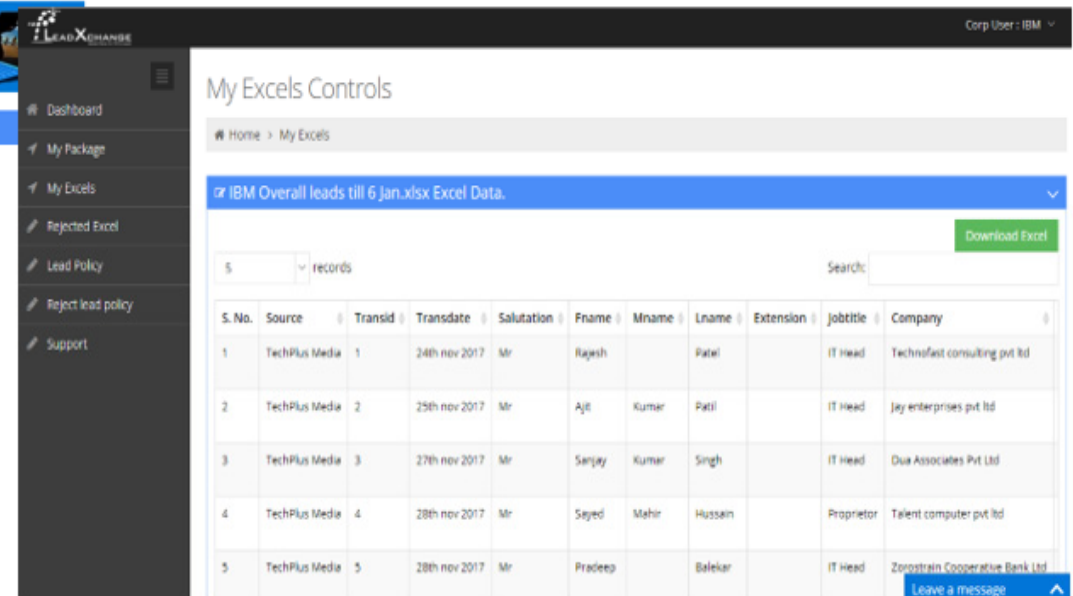
Home > Dashboard

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	Technifest 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

Leave a message

Targets VS Achievements

✓ **Targets**

Campaign product – Lenovo- Laptop, Desktop & Tablets

Target – Across Verticals Enterprise, ITDMs

Total – 120 leads

Budget – 10 Lacs

Time lines - 1 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 LeadXchange , CXOtv.news, itVARnews and healthtechnology.in and newswire to generate leads .

✓ **Achievements**

Campaign product – Lenovo Products

Achievements – 120 leads in 30 days

Business Generated – 7.35cr



Thank
you



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