

CASE STUDY

Publishing

Real Estate

Human Resources

Education

Software

Telecommunications

Hardware

Financial

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Bill Mazur

Senior Sales Development Representative
Mark Logic



Summary

Infrastructure software company Mark Logic Corporation generated a 10% response rate from a re-engagement e-mail nurture program designed to leverage its house list for maximum ROI. A set of four “personal” e-mails with specific, resonant messages and complementary content was sent over a period of several weeks offering unengaged leads an opportunity to engage with Mark Logic. A senior sales development representative called the program “the best marketing program that we’ve ever done to touch people that we haven’t touched in a long time.”

Challenge

Mark Logic Corporation provides information infrastructure software, serving industries including media, government, financial services, healthcare and others.

The company’s flagship product, MarkLogic Server, is used by customers to enable a wide variety of information applications. Mark Logic engages in a complex sales cycle, targeting industries that are currently undergoing significant

sea changes themselves. Mark Logic was named one of the fastest-growing information technology companies in Silicon Valley.

Like most companies in a challenging economy, Mark Logic sought to leverage its house list for maximum ROI. Global research firm Frost & Sullivan indicates an up-to-date, segmentable house database is one of four pillars of successful demand generation.

“High-performing marketers place a high priority on building a robust database that can be segmented by relevant data. They build and nurture their in-house lists, and those lists become their best performers in delivering high-quality leads.”¹

Mark Logic’s strategy to leverage its house database included two initiatives:

- Engaging with a group of suspects that had not engaged in any meaningful way with the company
- Re-engaging with dormant leads who were stalled at some point in the sales pipeline, having engaged at a previous time in a meaningful way with Mark Logic, such as requesting a white paper, but taking no further action to indicate interest

¹ Executive Benchmark Assessment, Frost & Sullivan and Bulldog Solutions, June 2009

The leads identified for the re-engagement program were representative of a variety of publishing sub-segments, including Scientific, Technical, and Medical (STM), broadcast/entertainment media, BtoB and educational publishing.

“Understanding the pain points of a prospect and effectively explaining how our software can solve specific business problems are critical to our sales process,” said Mel Camu, senior sales development representative. “It’s not about shortening the sales cycle as much as identifying qualified people and getting them to have meaningful conversations.”

Solution

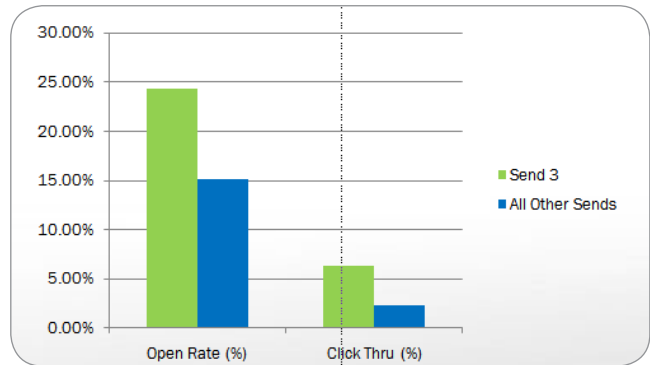
Demand-generation agency Bulldog Solutions developed a four-touch, segmented e-mail nurturing program for Mark Logic with specific, resonant messages and complementary content, sent over a period of several weeks. The e-mails, written and built by the Bulldog creative team, offered the leads opportunities to engage with Mark Logic.

Four Messages

Each of the four messages was designed to address a specific issue, with complementary content such as white papers or demos, and specific calls to action. The first e-mail message, bifurcated to reach two segments – prospects and suspects – answered the question “Why Mark Logic?” with a third-party white paper offer. Subsequent e-mails offered validation for a paradigm change; provided proof points and peer validation; and showed potential for return on investment.

The e-mail design was simple and the tone was personal, with signatures from Camu or Bill Mazur, the other senior sales development representative. Messages became more personal as the program proceeded, with the third e-mail designed to spur an emotional reaction by referencing the previous e-mails and lack of reply (see *image above right*).

“That third message got a lot of response,” Mazur said. “I think it’s aggressive, and that pushes the envelope a little bit. It’s human nature to want to be responsive. So I think when somebody feels that they’re not being responsive, they react.”



A slightly more aggressive message got the highest rate of response in the program.

Results

The nurture re-engagement program was among the most successful the business development representatives had ever seen at the organization. Referring to a large prospect with whom he’d been working for months, Mazur said, “This program kicked it over the edge with a really excellent meeting.”

Of another open lead, Camu said, “The Bulldog campaign dislodged a stalled conversation I’d been having with an open lead. It resulted in a very technical call, and then a week later we got an e-mail requesting a proof of concept.”

About 8% of those who received the e-mails contacted the sales representatives. In a typical lead-generation Webinar campaign, by contrast, .25% to 1% of those contacted respond to a call to action to engage via registration. After prequalification, close to 10% of those contacts turned into meetings. Overall, slightly more than 15% of suspects and 9% of recently active leads opened the e-mails.

“I really thought it was great,” Mazur said. “Bulldog helped us develop the best marketing program that we’ve ever done to touch people that we haven’t touched in a long time. I’ve been involved with a lot of marketing departments doing this kind of thing in high tech for many years, and I really like this kind of progressive messaging. This program was a very efficient way to target both big accounts and medium-sized accounts where we can get incremental revenue.”