

Bulldog Solutions

 Agency that provides lead generation, lead management, strategic planning, technology integration, data management and analytics

Has experience with a wide range of demand creation tactics, including online events, search engine and email marketing, multimedia and telesales

Certified Eloqua implementation partner that can also support other marketing automation platforms

Editor's Note: In the brief "Interactive Marketing Agencies: Sizing Them Up," we introduced a new framework for evaluating b-to-b interactive marketing agencies that considers key capabilities, appropriate resources and a vendor's ability to deliver results. Within each of the key capabilities, agencies are scored on a scale of 0 to 5; scores can be impacted either positively or negatively based on our analysis of the agency's resources and its ability to deliver.

As a growing number of marketing functions embrace software and systems to drive demand creation performance, a variety of solutions providers have emerged to help them maximize their investment. Case in point: Bulldog Solutions, an agency established in 2003 as a provider of online event-focused lead development that has built on that tactical expertise to form a capable interactive marketing agency specializing in b-to-b demand creation.

Bulldog helps organizations develop and execute cross-channel demand creation programs, including formalized strategic planning and content creation. While marketing automation platform (MAP) implementation through a consulting and marketing services partnership with Eloqua is included, Bulldog also can support execution through other MAPs. Bulldog has experience running campaigns on a global basis, but has worked primarily with U.S.-based clients.

Bulldog Solutions charges primarily on a program basis. Pricing for pilot programs averages from \$100,000 to \$500,000; long-term engagements range from \$500,000 and above depending on planning, execution and analysis particulars. Project time frames can range from as little as six months to multiple years in length.

KEY CAPABILITIES

Experience within key reputation and demand creation marketing capabilities is the primary consideration SiriusDecisions uses to evaluate an agency's offerings; in addition, an agency must be able to communicate the results delivered to its customers. Based on our analysis, we've rated Bulldog Solutions in each of the following capability categories:

- *Strategy: 2.4.* Bulldog Solutions begins each engagement with a discovery exercise, followed by strategic campaign planning, sales and marketing lead conversion planning, campaign execution, analysis and recommendations, and post-pilot engagement and assessment. Based on client requirements and timelines, Bulldog creates a custom strategy using segmented target audience identification, discrete messaging, a detailed promotional roadmap and optimal tactic mix execution. Its Demand Acceleration Framework encapsulates the best practice processes Bulldog has learned

VENDOR AT-A-GLANCE: BULLDOG SOLUTIONS

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Client Roster

Avaya
 Humana
 Intel
 Motorola
 NetIQ
 OpenText

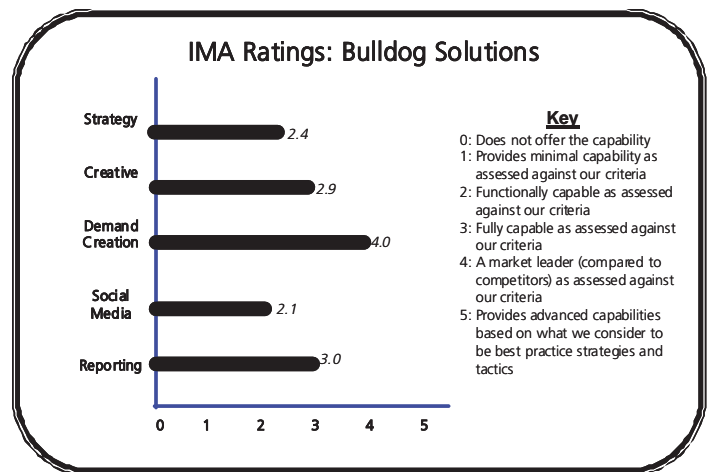
Operations

Revenue: \$11MM-\$25MM
 Employees: 48
 Global Presence: None
 Key Industries Served: Financial Services,
 Healthcare, High Technology,
 Telecommunications

from past engagements and industry research; it also optimizes tactic and channel mix through A/B testing. Bulldog's Demand Integration Center is a proprietary software system built to manage and integrate multifaceted campaigns; it is valuable when the vendor is performing a MAP implementation.

- **Creative: 2.9.** Bulldog provides content and creative development services, including design and marketing communications for online events, email, white papers, newsletters, online advertising copy and rich media communications (e.g. video, video-with-registration interfaces). To do so, it leverages a client's internal subject matter expertise and helps to secure external thought leadership if necessary. At the start of an engagement, Bulldog performs an audit to align existing content and collateral to identified audiences; new content is then developed with an eye toward tailoring messages to specific target audiences. Online resources are provided to assist its clients in ongoing content creation best practices. Bulldog provides multimedia services either at its own studio, at a client site or at a third-party location, to create content such as video and Flash components that can be used within online events or embedded in Web pages to drive awareness of a company and its solutions, communicate value around specific business issues, and leverage testimonials and case studies.

- **Demand creation: 4.0.** Bulldog's strength is its ability to plan, administer and measure integrated online demand creation programs. A typical Bulldog engagement begins with development or refinement of a demand waterfall. It then creates programs that leverage a portfolio of integrated tactics that may include online events, podcasts, microsite search engine optimization (SEO), newsletters and rich media. When online events or white papers are used, prospects are driven to customized microsites that mirror a client's branding but are housed on Bulldog's servers. Prospects who register for an online event receive additional personalized communications, which gather information using one or two interactive questions and are "signed" by an appropriate sales rep. Registrants are scored based on their microsite behavior (e.g. links clicked on, white papers downloaded), their responses to registration and corporate reminder questions, and event attendance. Bulldog also offers telemarketing services for clients wishing to supplement online activity with an outbound calling effort. Bulldog is an Eloqua system implementer and one of Eloqua's largest agency partners worldwide for organizations that don't want to purchase a MAP directly or need assistance leveraging a MAP that has been purchased. In addition, Bulldog can support clients that use Silverpop, Manticore Technology, Marketo or Marketbright, sharing



program execution, lead scoring and nurturing data directly with these MAPs.

- **Social media: 2.1.** Bulldog optimizes the content it creates for inclusion on social sites; specific content can be developed for blogs, Twitter, Facebook and LinkedIn. It can advise clients on how best to leverage these sites based on past experiences, but does not offer monitoring, community management or social site account maintenance services. While we advise clients to be skeptical regarding any agency's claims of social media prowess based on the relative immaturity of executing social marketing across longer sales cycles, Bulldog gets kudos for understanding that social media should not be used as an isolated program tactic but rather must be integrated within an overall online campaign structure.

- **Reporting: 3.0.** Any metrics and key performance indicators (KPIs) that will be tracked are defined during the planning stage of a Bulldog engagement. Measurement and analysis (integrated data capture, multidimensional lead profiling and scoring, program analytics, closed-loop ROI performance) is provided on an ongoing basis to clients; Bulldog has in-house experts that assist with measurement, and also uses internal and third-party online marketing benchmarks for demand waterfall conversion and acceleration rates, as well as tactic-specific benchmarks including response rates, open rates, clickthrough rates and measures of audience engagement. Program analytics are helpful in comparing program efficacy in order to drive future planning. Reports and dashboards of activity and results can be delivered either online or via printed reports; organizations that use a MAP that Bulldog supports also can see these reports and data directly within the platform.

THE SIRIUS DECISION

Bulldog Solutions has effectively evolved from its heritage as an online

event provider to a full-service demand generation agency that can assist clients with program strategy, content creation, lead management, nurturing and analysis. Unlike other interactive marketing agencies, Bulldog doesn't lead with a "social media is marketing's savior" message, but instead stresses its overall demand creation strategy methodology and

execution experience. Couple this with its Eloqua experience and ability to work with other leading MAP providers, and organizations needing to either outsource a portion – or the bulk – of their marketing programs or requiring assistance with complex tactics should add Bulldog Solutions to their evaluation list provided they can afford the engagement price.