

BELOW THE LINE MARKETING - DIRECT & PERSONAL

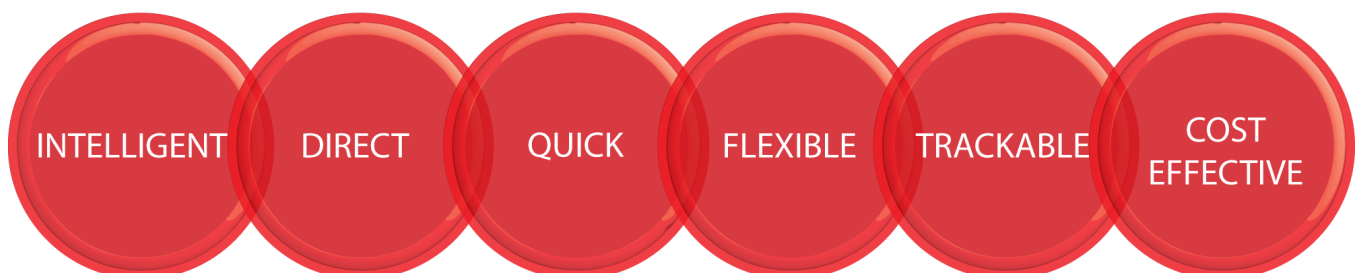


More and more organisations are relying on non-media communications for their B2B marketing. They may offer less exposure, but these 'behind the scenes' campaigns are gaining momentum in companies both large and small.

Below the line marketing activities are broadly defined as those that offer direct, often personal communication to the target audience. Email, direct mail, events/exhibitions and telemarketing form the basis of below the line communications. Connected to these activities are often preliminary marketing efforts including market research, audience/market segmentation and public relations.

A mix of above and below the line marketing has traditionally been seen as essential for sales and branding campaigns. However with decreased media spend and the evolution of email and digital communications, below the line marketing is becoming a standalone approach for B2B sales and marketing.

The characteristics of below the line marketing activities are also the advantages:



Don't be fooled into thinking that below the line campaigns are quick and dirty. Rather they are based on established industry standards, run by expert marketers to highly qualified databases and/or targeted audiences.

THE BENEFITS OF BELOW THE LINE MARKETING CAMPAIGNS

BELOW THE LINE CAMPAIGNS ARE INTELLIGENT

All sales and marketing efforts should be based on sound market and audience intelligence. Market research and segmentation activities allow organisations to understand and accurately target audiences with relevant campaigns and messaging.

Market forces, social perceptions and economic needs will differ from audience to audience and country to country. Investigating market trends and tendencies in new areas or locations is essential when planning how to sell effectively.

Segmenting your market or audience means that you are able to target potential and existing customers with information and promotions that are relevant to them.

UNDERSTAND WHAT LANGUAGE YOUR AUDIENCE RESPONDS TO.

Kingpin Intelligence has helped technology companies identify how their target audiences best respond to sales and marketing messages.

Market research and audience segmentation help identify who is making decisions, how they make decisions and what communication styles have the most impact.

BELOW THE LINE CAMPAIGNS ALLOW YOU TO ENGAGE DIRECTLY WITH CUSTOMERS

TELEPHONE LEAD GENERATION DELIVERS QUALITY SALES OPPORTUNITIES

Kingpin Intelligence's solutions-based lead generation campaigns identify need, timeframe, decision maker and confirmed budget.

Using telephone contact allows the IT decision maker to have his questions answered, feedback on competitor solutions and consent for a follow-up meeting.

In an era where competition is tough and customer loyalty is essential, being able to directly address existing or potential customers is key.

Personalised email/mail contact with a PURL* is a great way to communicate to a large number of people with a relevant message or personal invitation.

Telemarketing campaigns enable organisations to have one-on-one conversations with prospects. Benefits include prospect profiling, depth explanation of product/ solution, ability to capture information and enable follow-up communications. Lead generation through telemarketing is perhaps the quickest, cleanest and most cost effective way of selling high-end solutions and services. Telemarketing has evolved over the years so that it is a more intelligent tool that is responsive to market forces and changes in the economy.

BELOW THE LINE CAMPAIGNS HAVE A **SHORT TURNAROUND**

Above the line campaigns rely on mass reach and constant repetition to resonate. The direct nature of below the line activities means that campaigns are set with a target and delivery date usually no longer than six months.

Marketers running your below the line campaign will assess your campaign objectives and develop the approach, messaging and timelines appropriate.

BELOW THE LINE CAMPAIGNS ARE **FLEXIBLE**

Email and telemarketing campaigns offer flexible time, cost and messaging components that make them more attractive than large media campaigns. Unlike multi-media campaigns where budget is committed to messaging and media for a fixed time in advance, below the line campaigns allow businesses to test the efficacy of a method before deploying full budget.

Sending test emails to sub-segments of a database can indicate responsiveness to messaging or of the data itself. Telemarketing campaigns can be measured on a daily basis and content, audience or approach altered to improve lead response rate.

In times where budgets are precious and ROI imperative, flexibility adds a layer of security to campaigns in an unstable market.

CASE STUDY

BRIEF: *Global software used Kingpin Intelligence to generate subscribers to its developer programme.*

PROCESS: *Telephone-based pilot programme generated 1000 new subscribers across 8 European countries within 3 weeks.*

OUTCOME: *Increased whitepaper and software trial downloads on programme site. Project extended to 12 month deal with 3000 guaranteed registrations per quarter.*

BELOW THE LINE CAMPAIGNS ARE MORE **'TRACKABLE'**

Below the line campaigns allow for easy tracking of campaign success and ROI. Responses to calls-to-action from email campaigns are easily tracked through email software, web analytics and direct response emails.

Telemarketing campaigns tend to have lead definition and targets set within the brief. The onus is on your agency to deliver the required results. Sales resulting from leads can be directly attributed to the campaign.

BELOW THE LINE CAMPAIGNS ARE **COST EFFECTIVE**

Below the line campaigns are easily designed around available budget. A good agency will be able to recommend the most effective methods to suit your budget and objectives.

Once a campaign is set up, it should be easy to replicate. Emails can be re-worded, telemarketing messages slightly altered and exhibition stands and material re-used. In fact, there should rarely be any wastage on a below the line campaign – this is particularly true if you have agreed deliverables with an agency.

ABOUT **KINGPIN INTELLIGENCE**

Kingpin Intelligence is a technology focused marketing agency.

Based in London, we deliver lead generation, market research and email campaigns for technology organisations across EMEA and CEE.

Kingpin Intelligence specialises in running audience-specific programmes and campaigns that resonate with local markets and deliver results for regional sales and marketing teams.

KEY FACTS

- 12 years experience in IT B2B marketing
- Database of UK and European IT Professionals
- Full EMEA and CEE coverage with native speakers
- Salaried business development executives and researchers
- Pay per lead pricing model
- Leads delivered to the BANT criteria
- Unrivalled understanding of the technology sector
- In-depth reporting and insight into your target audience

FIND OUT MORE

Contact us to set up a conversation on your marketing needs and challenges.

Email: enquiries@kingpin-intelligence.com

Web: www.kingpin-intelligence.com/2010

Telephone: +44 207 803 1010

[LinkedIn](#)

[See what our clients have to say.](#)

*PURL – Personalised URL. Launches a personalised landing page containing any available personal information.