

### Situation

*Polycom is the worldwide leader in voice and video conferencing and a leading provider of next-generation, rich-media network infrastructure products. With a surge of interest in video conferencing, The Stephenz Group worked with Polycom to reach as many potential customers in the shortest amount of time. The Network Division in particular was challenged by their allusive target audience of senior IT decision makers and a product line-up that ranged significantly on price and complexity.*



### Strategy

TSG's strategy was to use an integrated e-marketing campaign, targeting both new prospects and Polycom's installed base to generate immediate leads. This approach allowed for fast development and deployment, cost efficiency and the ability to tailor messaging by audience. Plus this type of campaign had an affinity with the target audience of IT professionals.

The strategy was largely dependent on a strong mix of reach and frequency — a series of product focused emails were delivered to the same narrowly defined target audience across several months.

### Execution

The campaign included emails, ads on specific websites, home page tile ads, e-newsletter sponsorships, and special offers on Polycom's website. The emails were developed as a series, each one focusing on a different product in the Network Division and targeted key industries including Government, Finance and Fortune 2000.

To ensure quality leads, only targeted opt-in lists were used. All media drove recipients to the same landing page, and to ensure high registration, multiple offers were included such as free white papers, demo videos, product information, free product trials and special price offers. All results were recorded real-time on The Stephenz Group's online tracking system and lead contact information was forwarded directly to Polycom for lead qualification and automatic uploading into their in-house database system.

### Results

The e-marketing campaign exceeded Polycom's highest expectations. The emails generated over 30,000 hits to the on-line campaign pages, equaling an 8% response rate — 700% over the industry average. These hits netted over 4,500 qualified leads and of these, 75% were brand new opportunities. And from the leads handed off to the Polycom sales team from this campaign, there was a 32% conversion rate, which translated into \$18 million in new revenue.

**thestephenzgroup.**