L2 Inc. Powers Creation of Innovative **Automated Marketing Portal** for Konica/Minolta Canada's *bizhub PRESS* Launch

L2 Automation Design Fuels Marketing Portal to Drive Powerful Sales Channel Support

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Client | Konica Minolta Canada

Konica Minolta Business Solutions (Canada) Ltd. spans a wide range of imaging fields from input to output. KM Canada is a leader in the development of advanced imaging and networking technologies via its award-winning line of bizhub™ multifunction products (MFPs) for production printing systems as well as high-quality desktop printers. KM also provides advanced solutions and software applications for: device administration, document management, forms and variable data, print production and more.

> " *The AMP designed with L2 puts our sales channel in the driver's seat. As a result, the bizhub PRESS launch was a great success, and conversion of prospects to customers continues to exceed expectations. Sales agents are using the best work of our marketing team, and customers are responding like never before. Without growing the channel, we are getting twice the performance. AMP is a great investment in our future.* "
>
> --- Kelli McCarthy, *Channel Marketing Manager*

Challenge | Automate the Corporate Message to Enable Sales Channel Marketing

Konica Minolta planned its launch of bizhub Press™ C8000 to the Canadian Market at the 2010 Print World in Canada. The launch campaign had to bring prospects to the event who were the ideal target market for the new bizhub Press C8000 product.

To be successful, the campaign had to begin early and engage sales agents across Canada to send invitations and boost attendance of well qualified and interested prospects at Print World. How could marketing be consistent throughout the sales channel, all across Canada, and get sales to increase leads, expand the world of contacts in the database and ensure high rates of attendance?

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KM needed a solution that could produce an integrated marketing campaign that combined corporate marketing efforts with local Konica Minolta sales offices to present a united marketing effort to potential and existing customers. It was necessary for the campaign to use print, direct mail, personal URLs (pURLs) and QR (Quick Response) codes, with three different targets:

- 2000 customers on Konica Minolta's direct mail list
- 5000+ well qualified, potential customers reached via email
- Over 1000 existing prospects being nurtured by the field sales team

KM Canada also needed a promotion to acquire leads at Print World 2010, and a means to reach sales agents in regions across Canada in both English and French languages. A successful campaign had to leverage the Print World opportunity for KM in two ways:

- Enhance its customer database through direct contact
- Deliver incentives to sales agents to market to their customers and nurture leads
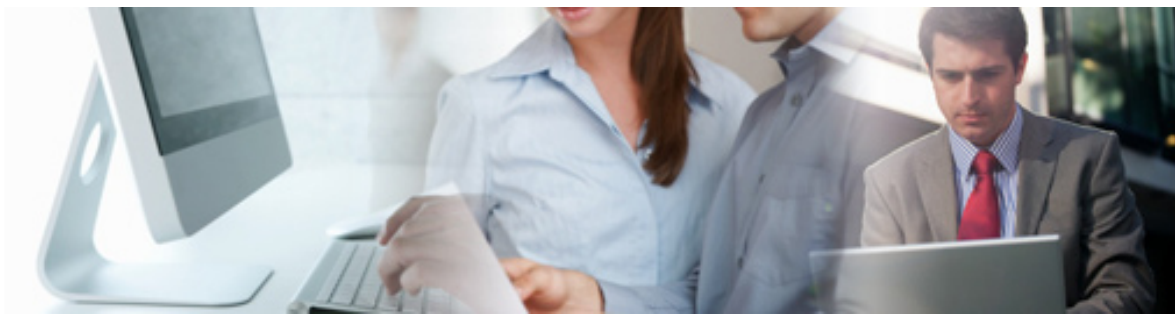
## Requirements | Deepen Customer Relationships & Increase Sales Outreach

A dual purpose, automated, highly refined marketing campaign would be needed to help KM Canada. The campaign had to be automated, and at the same time, carefully managed to a granular level. Throughout the months leading up to Print World, the campaign had to give insights into responses from both sales and customer prospects so that KM could continue to hone the campaign. To do this, at all times, campaign reports had to give detailed information about response behavior, so that KM could:

- See how each customer reacted to each marketing outreach
- Understand how sales reps became aware of the KM campaign and how they responded to different messages
- Discover exactly which reps opened campaign notice emails, visited their Personal Landing Page (pURL) and took action to send Print World invitations to their customers/leads
- Give reps an active tool to assist marketing, generate more prospects and collect important customer data for KM Canada

Solution | KM Canada Branded Automated Marketing Portal (AMP)

L2 Inc. was selected for its years of technical experience with multi-channel campaign platforms and management, down to the workflow levels. L2 worked closely with KM Canada over many months to develop a customized, cross media campaign solution to combine complex online and offline communications. That solution was a fully branded, Automated Marketing Portal (AMP) for KM, powered by L2's proprietary Web 2.0 platform — FUSE™. The campaign seamlessly managed serial emails, direct mail, personalized brochures, web forms and dynamically generated pURLs.

KM's branded AMP solution redefined its cross-media, integrated marketing tools, and created point-and-click, high-quality graphics and rich media capability that was fully automated for both marketing teams, and field sales reps. Complete with tracking, KM's AMP would extend its brand and deliver consistent message and marketing content directly into the hands of its workforce, who could cross-access market and sales data based on role and function in the company.
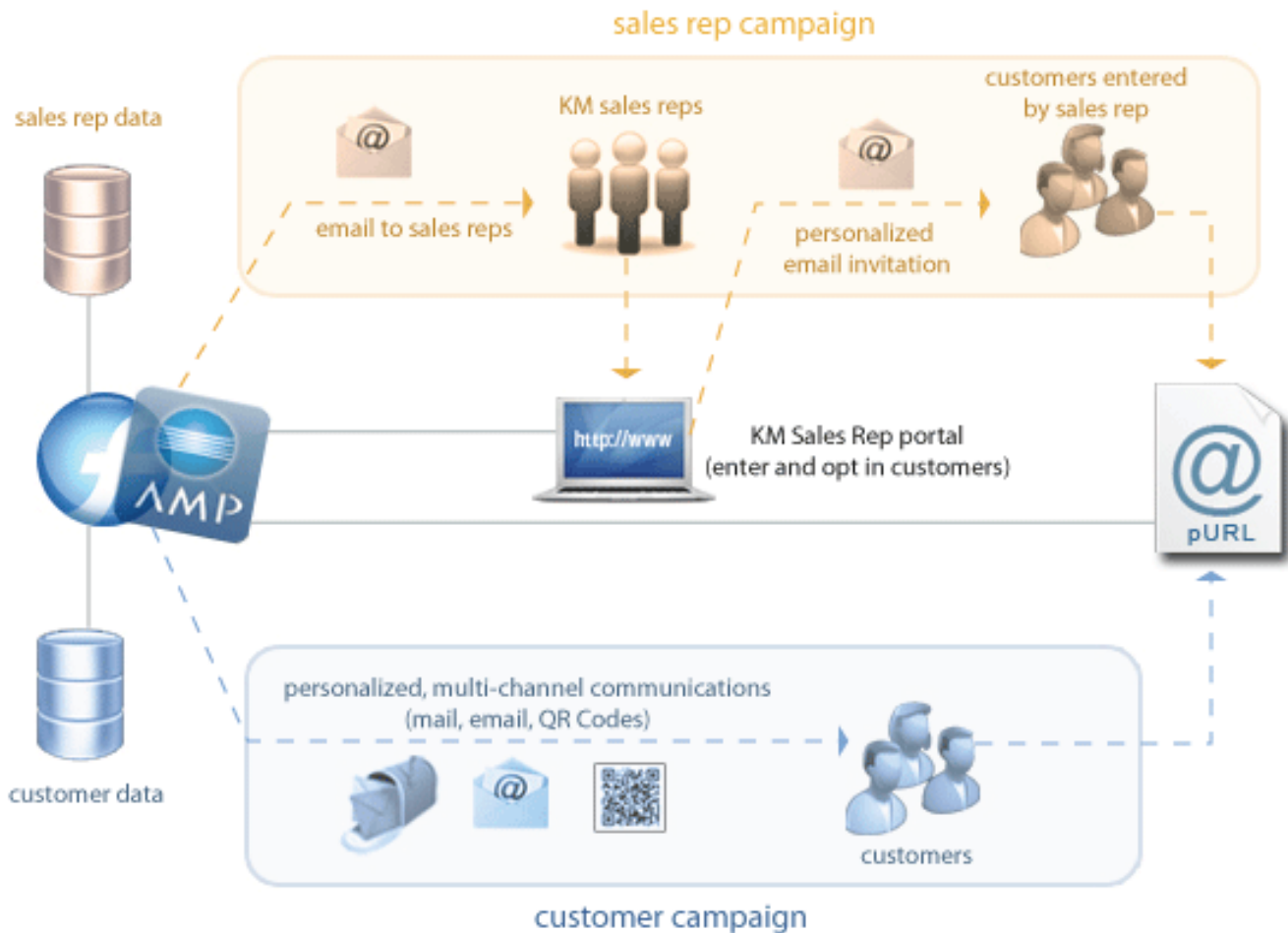
The AMP is a single, integrated platform that enables Konica Minolta Canada to control, manage and track all marketing initiatives across its customer and sales channels.

L2's AMP solution provided KM Canada with the ability to:

- Control brand over all of its sales network and customer channels
- Enable the KM sales network to actively participate in marketing efforts
- Gather customer behavior-based data to create relevant communication for customers/leads
- Establish a meaningful conversation with customers/leads
- Enrich and refine its customer database
- Yield a higher ROI than indirect, traditional marketing methods and tools

Personalized postcards and emails were dynamically generated and sent to KM customers via the AMP. All customer responses (e.g. clicks, scanning QR codes, visiting pURLs) were tracked and measured by the AMP.

Personalized portals were generated in both English and French to engage sales reps across all Canadian territories.

Customer Behavior Drives Sales Outreach, Increasing Lead Qualification
The L2 AMP-fueled campaign gave KM Canada the ability to gain customer intelligence since all actions were tracked. Rule-based triggers sent auto-response emails to personalize the conversations with customers. This enabled sales agents to opt-in their customer leads, and automatically add them to KM Canada's database.

Response Analysis Drives Effective Follow-up Strategies – Creates Sales Success
KM's AMP reports generated analytics to help sales drive effective marketing
- Analytics included customer reaction to each separate marketing outreach, along with a task list and hours summary
- KM was able to easily track sales rep reactions and precise follow up details to determine what incentives were valuable and which message got results from leads
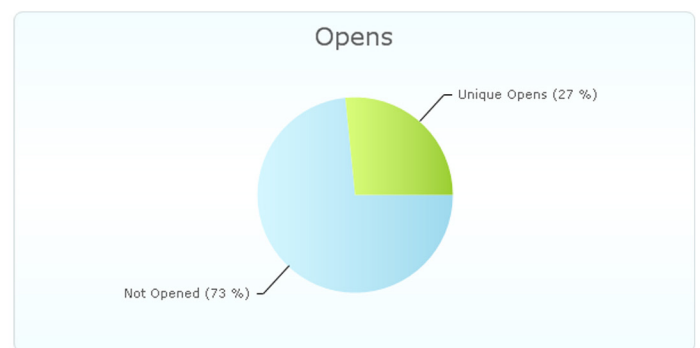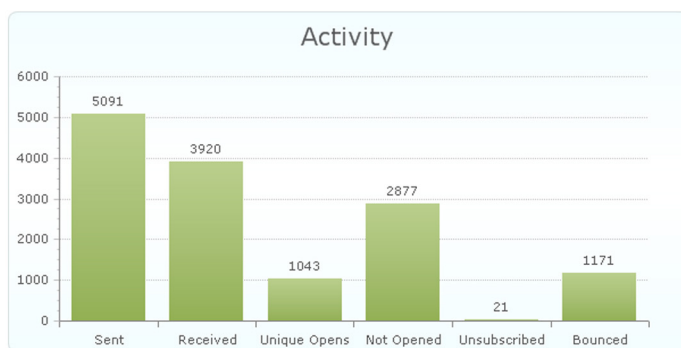
KM's AMP dynamically tracks and produces reports on all customer email activities in real time.
The corporate marketing team is able to track and measure the campaign as it progresses.
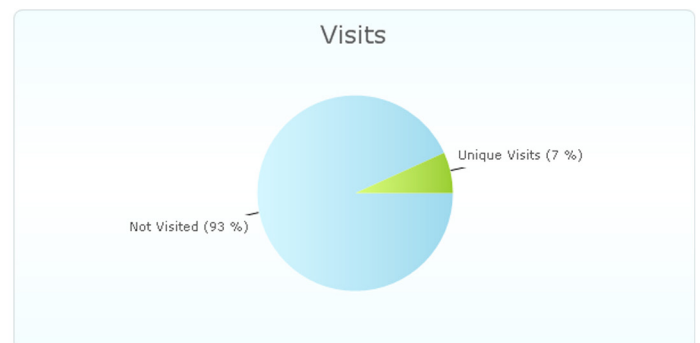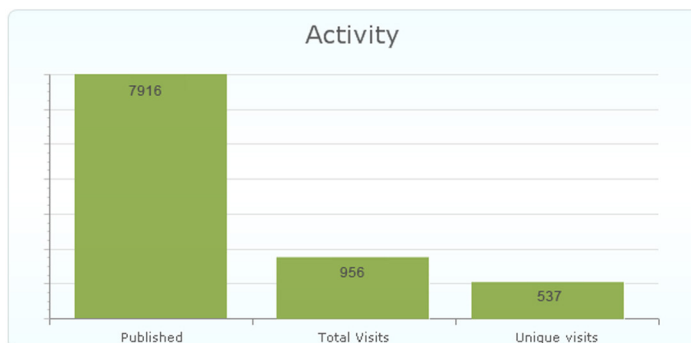
All hits on a customer's personal landing page (pURL) were tracked and reported.

Giving reps the automated, page-by-page active tool to boost KM's marketing was 3:1 more effective in converting prospects to leads. The increased ROI over conventional marketing demonstrated the compound benefits of the L2 AMP solution. Not only did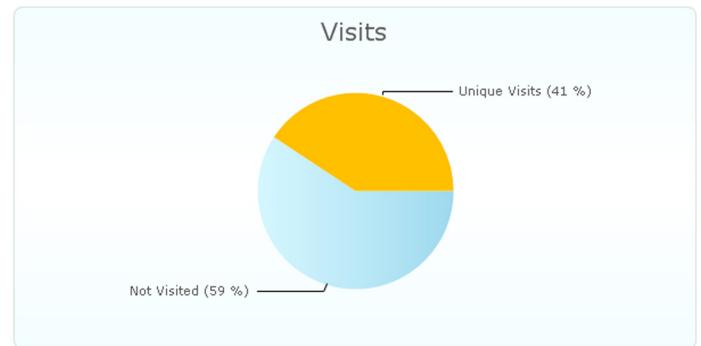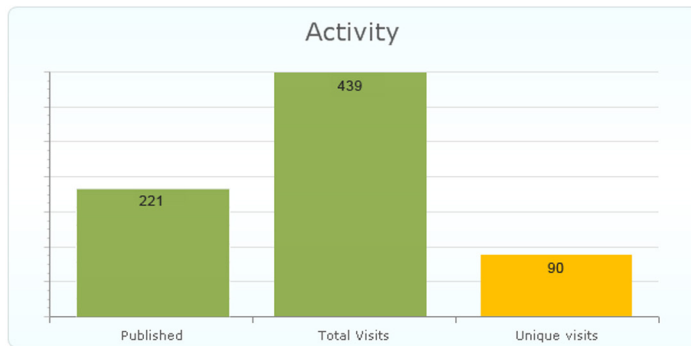 the AMP campaign allow KM Canada to understand its customers better, it created a successful launch of bizhub Press™ C8000 in Canada, and paved the way to future marketing by creating intelligent data to leverage successful 1:1 communications.

KM's AMP is designed to track and measure all sales rep activities. In this example, hits to the sales rep portal are dynamically tracked and reported.

Campaign Insights - What drove the high responses?

Response analysis showed the significant impact of sales reps joining into the marketing campaign—it was a strong driver for conversion.

In split tests, targets showed a much higher conversion when contacted by their sales rep
- 1.5% of people first contacted by direct marketing accepted the offer
- 4.5% of people receiving second contact by their sales rep accepted the offer, a much higher response rate of "conversion" to prospects

Closer analysis showed that 49% of contacts received both sales rep emails and direct mail. This group receiving both represented:
- 66% of the total leads converting from sales rep contact email
- a 16% higher conversion rate than contacts only receiving sales rep email

In this case, the Reps were 3:1 more effective than marketing alone, but both were important to drive the high-level response rate that made the campaign successful. Corporate marketing contact was vital to initiate broad awareness and drive up attendance.

As KM Canada markets to its client base through corporate efforts and sales rep channels, the L2 AMP Solution will continue to deliver high ROI and customer satisfaction by providing:

- In-depth information about each customer's needs
- Information for incentives to deepen relationships with sales representatives
- Marketing tools for sales to reach out directly to customers in the best way

Having raised the bar on conversion rates and successfully created a sales marketing channel, the KM AMP will be utilized as a managed channel approach. From the high-level marketing user, to the siloed sales rep, KM Canada is able to achieve its channel marketing goals. The future promises continued success and extended market reach using the Konica Minolta Automated Marketing Portal, powered by L2's FUSE Cross Media Technology.

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L2 Inc. is the leading provider of web-based, integrated channel marketing technology solutions. Leveraging data-centric technologies, L2 solutions engage and track end buyers across digital, mobile and traditional marketing channels. L2's 'end-to-end' approach enables marketers and marketing services providers (MSPs) to implement solutions effectively meeting channel marketing needs in any vertical.

Interested in learning more about customized
Automated Marketing Portals (AMP)?
Contact L2 @ www.l2soft.com/contact
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