

Case study: RightNow

RIGHT
NOW.

MYCUSTOMER.com

RightNow, a provider of on demand customer relationship management (CRM) solutions, identified the MyCustomer.com business community as the perfect channel to support its business development team and worked with Sift Media to create a successful lead generation campaign.

“We were extremely impressed with the number and quality of leads we received and subsequently committed to a further burst of activity with the team at Sift Media. We’re looking forward to further successes using MyCustomer.com.”

Annemieke Groeneveld,
Vertical Marketing Manager, RightNow

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The business challenge

RightNow was looking for a campaign that would deliver high quality leads to support its business development team. A solution was required that would easily reach a wide audience of senior customer experience professionals.

Sift Media's solution

Based on the client's objectives Sift Media's MyCustomer.com title was identified as the perfect destination to reach its target business community. By working in close consultation with RightNow's marketing team Sift Media developed an online campaign strategy involving multiple communication channels including email bulletins, targeted bespoke email campaigns as well as on-site downloads positioned along side relevant editorial content.

A thought leadership piece, in the form of a free book titled "Eight steps to delivering exceptional customer experience", was used to formulate an effective lead generation strategy. This educational content, aimed at the MyCustomer.com community, was initially used in a trial campaign via an advert in one of MyCustomer.com's regular email bulletins, this low cost activity resulted in a fantastic return on investment for the client.

As a result of this successful trial, a campaign was devised offering a white paper on the MyCustomer.com site, supported by a short series of targeted bespoke email bulletins to MyCustomer.com members. This white paper campaign allowed RightNow to offer educational content directly in exchange for member details that, through an automated data capture system, delivered a stream of qualified leads.

As part of the client support process Sift Media worked closely with RightNow in creating engaging and effective copy throughout the campaign.

Key successes

- Over 800 qualified leads generated (1,900 total audience engagements)
- 160 Book requests from trial campaign – weekly member bulletin
- 276 Book requests from bespoke email bulletin
- 386 White paper downloads from bespoke email bulletin
- 1,148 reads of on-site article

The client

RightNow is a provider of on demand customer relationship management (CRM) solutions that help consumer-centric organisations deliver great customer experiences. RightNow's enterprise-class on demand CRM software systems give organisations the information and customer history needed to intelligently interact with consumers on the phone, via email, on the web or in online chat sessions. With RightNow, consumer-focused companies can also collect, analyse and act on customer feedback to quickly adapt to customer needs and changing market conditions.

Why was RightNow looking for a new type of campaign?

The objective of this challenging campaign was to generate a high volume of quality leads from consumer-centric organisations across a variety of market sectors. By producing a book on how to deliver great customer experience, RightNow CEO Greg Gianforte, had created an engaging piece of thought leadership collateral. The client now needed to find the right channel to market and develop a suitable communication strategy to deliver the objectives of quality sales leads and appropriate brand exposure.

Why Sift Media was chosen

Not only could MyCustomer.com offer reach to a high volume of senior professionals in the CRM and marketing sphere (the RightNow target audience), it also provided the perfect channels of engagement

within that community (through email bulletins, on-site articles and downloads, etc).

The campaign in detail

- A trial email bulletin delivered positive response levels. This resulted in a subsequent series of targeted bespoke email bulletins
- In addition to providing brand exposure the book and whitepaper proved to be highly effective pieces of lead generation collateral
- Data capture of those responding to the targeted campaigns allowed for a direct stream of well qualified leads

Campaign results

The key challenge of this campaign was to deliver brand exposure to the target audience and provide a significant volume of qualified sales leads. The RightNow book and white paper was promoted on the MyCustomer.com site, which receives over 30,000 unique visitors per month, and in the email bulletins, received by 50,000 recipients, providing significant reach to the required target group. An article relating to the whitepaper was read by over 1,900 members while the data capture activity, involving the book and white paper, delivered 800 fully qualified leads.

The campaign objectives were not only met, but they significantly exceeded the client's expectations.

“ We were extremely impressed with the number and quality of leads we received from the initial trial and subsequently committed to a further burst of activity with the team at Sift Media. We're looking forward to further successes using MyCustomer.com. ”

Annemieke Groeneveld,
Vertical Marketing Manager, RightNow

As a result of this successful campaign RightNow will engage with MyCustomer.com on future campaigns in 2009. The momentum gained at the end of 2008 and the beginning of 2009 is predicted to continue as Sift Media work with RightNow to ensure that their future campaigns are a success.