IoTONE.com Advertising
Driving Partner Sales Channel Development
for a Leading IoT Applications Development Platform

IoT ONE is an IIoT insights and advisory firm.

1 BACKGROUND

The client is a leading IoT applications development platform with strong traction in North America and Asia Pacific. Their goal is to expand in Europe, Middle East, and Africa via partner sales.

The client did not have enough resources to expand their reach of system integrators, original equipment manufacturers, hardware manufacturers, and independent software vendors in these markets.

2 OBJECTIVES

Position as the preferred IoT platform by maintaining brand awareness in end users and channel partners.	Generate enquiries from a targeted list of partner accounts to support partner funnel development.	Showcase platform capabilities, selling points, case studies, and thought leadership.

3 SCOPE

Customer Types: COO, CTO, VP Product Development, VP Strategy, VP Services

Geography: Europe, Middle East, Africa

Target Companies: 100+ employees

IoT ONE managed a digital account-based marketing campaign on IoT ONE digital channels to generate leads
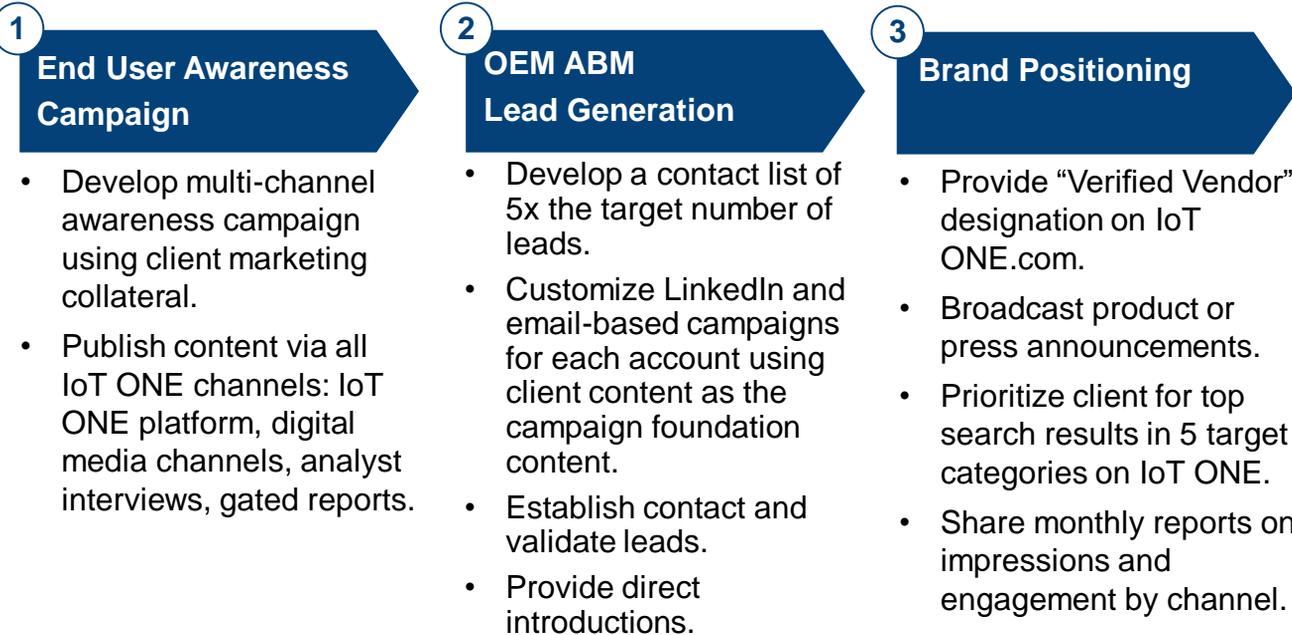
4 SOLUTION

IoT ONE executed a digital account-based marketing campaign to generate enquiries and leads to develop the partner funnel, and maintain top of mind awareness for both end users and potential partners.

Through rigorous data analysis and user tracking, IoT ONE is able to customize messages to target focused groups by geography, industry, and job function. Client marketing messages and branded materials were pushed out through established digital channels to reach target groups. The materials used were a mix of client's existing marketing materials, and content produced by IoT ONE for the client.

5 PROCESS

Three work streams helped the client to establish top of mind awareness and grow their partnership funnel.

1 End User Awareness Campaign

- Develop multi-channel awareness campaign using client marketing collateral.
- Publish content via all IoT ONE channels: IoT ONE platform, digital media channels, analyst interviews, gated reports.

2 OEM ABM Lead Generation

- Develop a contact list of 5x the target number of leads.
- Customize LinkedIn and email-based campaigns for each account using client content as the campaign foundation content.
- Establish contact and validate leads.
- Provide direct introductions.

3 Brand Positioning

- Provide "Verified Vendor" designation on IoT ONE.com.
- Broadcast product or press announcements.
- Prioritize client for top search results in 5 target categories on IoT ONE.
- Share monthly reports on impressions and engagement by channel.

6 RESULTS

- ✓ 180,000+ impressions generated on client-branded content
- ✓ 4,950+ clicks
- ✓ 250+ OEM partner enquires generated