

Case Study



Intel Collaborates with LeadXchange to Propel Participation for Special Webinar Series



How LeadXchange equipped Intel with increased registration through a data-oriented communications campaign

Executive Summary

Intel, global leader in computing and technology continues to push the boundaries of digitization. As part of their innovative portfolio of solutions and services, they introduced their latest technology on cloud for edge computing.

To create increased awareness around the potential value and benefits of this offering, and showcase their readiness to become the partner of choice for telecommunication customers, Intel organized a special webinar series- 'Real -World Impact of Mobile Edge Computing'.

Intel was looking for increased participation and in specific wanted to drive 200 registrations from telecommunication leaders- Airtel, Jio and Idea Vodafone. For the same, they

partnered with lead generation market leader, LeadXchange to help them foster greater participation from relevant telecom customers, and also meet the registration target.

LeadXchange, with their vast expertise in the lead generation space in collaborating for critical projects, leveraged their advanced data analytics platforms to meet Intel's objective. They conceptualized and implemented a holistic lead generation program that encompassed granular components pertaining to need analysis, customer study, and marketing & communications. All these vectors were brought together through a wide array of data points, for a mutually advantageous result. LeadXchange ensured crafting a holistic campaign that powered Intel with the requisite registrations and also was equally beneficial for webinar

participants, helping them unlock the power of data intelligence from cloud to network to edge.

Business Challenge

Intel, global leader in the computing and technology space continues to define the modern world of digitization. Intel's innovations in cloud computing, telecommunications, datacentre, Internet of Things, and PC solutions are powering the smart and connected digital world we live in.

Staying committed to their vision of democratizing compute and connectivity power for all, Intel works with leaders across wireless, cloud, and compute to reimagine networks for 5G and build products, end-to-end solutions, and use cases that will deliver a data-

centric future. Intel 5G solutions are bringing the massive performance of the datacentre to transform the network and distribute intelligence from the cloud to the edge.

Intel organized a webinar series on "Real -World Impact of Mobile Edge Computing" to introduce telecommunication customers to the power of Intel 5G and help them discover their technological potential,

This webinar aimed at enabling telecommunication leaders to deep dive into witnessing 5G in action and also get a glimpse into how Intel could be a partner of choice through powering every segment of the smart, connected world, from the cloud to the network to the device.

For this webinar on the niche topic of Intel 5G Networks and data-centric computing, Intel was looking to garner enthusiastic participation from telecom leaders- Airtel, Jio and Vodafone Idea. They partnered with LeadXchange for expert guidance in designing an end-to-end lead generation program that would enable Intel to attain the target registrations for the webinar.

Business Solution

LeadXchange picked the project to meet Intel's objective of meeting the desired registration number for the webinar from telecom groups- Airtel- Jio and Idea Vodafone. Having several years of experience in generating leads for global organizations, LeadXchange took up the task to enable Intel with the required number of leads through a data-driven lead generation program.

The initial phase of the project was dedicated to identifying the most relevant set of participants among the audience, both general as well as specific to the three telecom companies that could gain value through attending the Intel webinar. Briefly put, the webinar

was all about how edge computing is the future of digitization and its role in driving innovative new use cases to create exciting business opportunities.

Keeping the context in mind, the persona of an HQL or high-quality lead was created. This was done through LeadXchange's advanced analytical engine and algorithms that verify and match data through an array of filters, to create a classic customer persona.

in driving increased registrations for the event. A flurry of conversations and discussions on Intel telecom solutions on LinkedIn and Twitter, helped more and more audiences to become acquainted with Intel offerings and more importantly, with the webinar. This helped in piercing through the noise to reach out to interested participants to register for the event.

Email marketing too was another

Here's what the simplified snapshot of it looked like:

Project Confirmed with Budget	Project confirmed with or without budget
Authority	Decision makers / Influencers
Need	Customer Needs and Pain points have been identified
Time	Within 3-9 months
Solution Discussed	Requirement can be met
Next Steps	Demo Request, RFP, Vendor Evaluation

The persona helped LeadXchange to clearly cull out the most appropriate customer segments that could immensely benefit from attending the event and unlock business opportunities.

Once the customers were clearly identified, next, the LeadXchange team explored a host of marketing media that could be tapped into to garner registrations by the right audience.

The marketing plan focused on creating awareness around the webinar and to do so, banners and adverts with short yet informative content and clear call to action were placed on the Intel website. To add to this, other engaging channels such CXOtv.news, itVARnews, healthtechnology.in and newswire were leveraged to host interactive and interesting content in the form of interviews, video bytes and features by the Intel team. These content assets helped create a huge buzz around the event, and served as a superb platform to convey how participants could benefit from attending the webinar.

Social media was another medium

significant channel that helped in churning out participants. Through targeted emails containing audience-tailored messages on 5G, its economic impact, use cases from industries and Intel's role in shaping a data-centric future, interested candidates were spotted and were prompted to register.

Another important component of the marcom plan comprised crafting and distributing immersive and highly specialized content in the form of features, blogs and thought leadership articles. Such niche material on Intel 5G and mobile edge computing was posted frequently to generate interest around Intel and the live webinar in particular. These specialized content assets served as a potent way to connect with the tech community specifically interested in the next generation of wireless technology.

Business Outcome

By fully understanding Intel's needs, LeadXchange designed and orchestrated a comprehensive and effective integrated lead generation plan. The project was an aggregation of informative, immersive and interactive content. This helped LeadXchange foster 200 registrations from the required audiences- Airtel, Jio and Vodafone Idea for the webinar for Intel in 20 days, within a pre-defined budget of INR 10 Lac.

