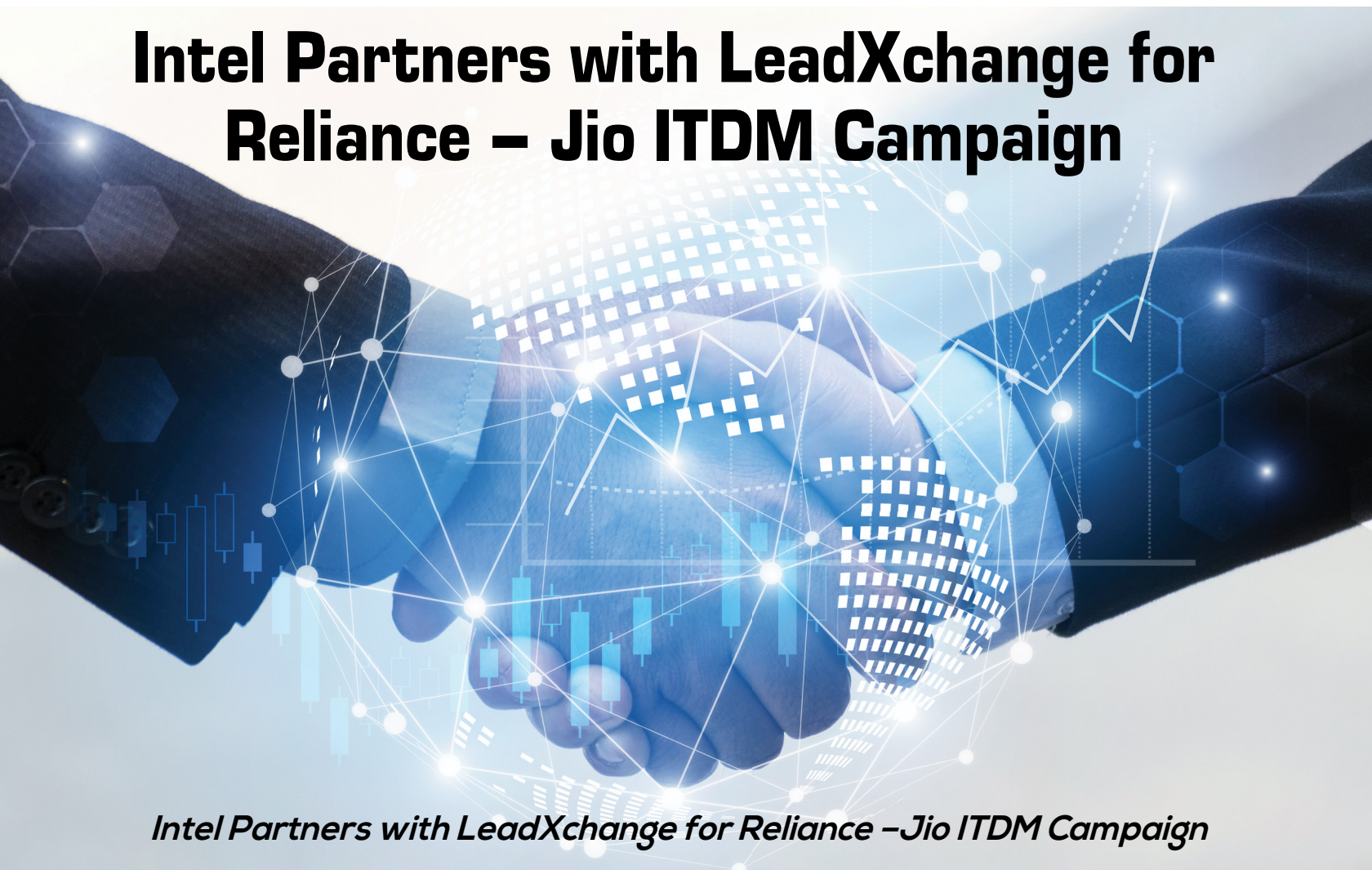




# Intel Partners with LeadXchange for Reliance – Jio ITDM Campaign



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## Executive Summary

Intel has continued to deliver disruption in the form of transformational solutions that continue to reshape the digital era. In line with their commitment to empower diverse businesses with next gen computing capabilities, Intel launched their telecommunications solutions to meet the demands of the 5G Future.

To expand their footprint through synergized partnerships, Intel wanted to garner leads from the Reliance-Jio ITDM community. Given the complex lead generation landscape, Intel collaborated with LeadXchange to help them in their journey to build a vigorous pipeline of leads.

Being a market leader in the lead-gen space, LeadXchange took up the project with the vision of not only churning out the numbers but also enabling Intel with proactive partnership and agile support. Taking on a comprehensive approach that kept data at the forefront, the LeadXchange team constructed an all-inclusive lead generation program that accelerated success for Intel, and helped capture 70 high quality leads within a matter of one month and a predefined budget.

## Business Need

Intel, global leader in the computing space has consistently introduced disruptive technologies that empower

the world with transformative digital capabilities.

Committed to their vision of creating unmatched excellence by enabling digital transformation, Intel introduced their suite of telecommunications solutions, with the aim of establishing a strong connectivity foundation to power the services of the future. By weaving in this solution as a part of their technology transformation strategy, customers in the telecommunication space could reap the exceptional benefits of scalability, advanced automation technologies and maximize their cloud performance, thereby delivering next-gen customer experience.

To expand their reach, Intel was looking to connect with the right

market segment within the Reliance Jio ITDM community, and offer their suite of services to help CXOs benefit from Intel's agile and real-time data analytics, for superior performance. For the project, Intel partnered with LeadXchange to harness 70 high quality leads within the target community through a comprehensive and reliable lead generation campaign.

## Business Solution

LeadXchange is a well-reckoned provider of lead generation services that leverages their state-of-the-art analytics platforms to match clients with relevant customers for a mutually sustainable and profitable relationship. For LeadXchange, the project was not simply about accomplishing the target but more so about delivery proactive partnership and collaborative leadership. To help Intel in expanding their footprint, LeadXchange created a phase-wise approach with distinct and SMART objectives.

The initial phase of the project was dedicated to gaining an end to end understanding of Intel's suite of services and the unique value proposition that it brought to the fore. Basis this knowledge, the next set of steps revolved around identifying the most appropriate and profitable market segments within the larger Reliance Jio community that Intel could partner with for a mutually advantageous relationship.

To locate the right mix of high-quality leads that had the potential to convert into profitable paying customers, LeadXchange incorporated a data-enabled persona creation process. LeadXchange, through their highly advanced demand mapping algorithms and validation processes, created a blueprint that represented the key traits of a quintessential Intel lead. Through extensive data analysis, HQLs were identified as influencers or top decision makers of an enterprise with confirmed projects that could lead to profitable partnership with Intel in the next 3-9 months.

With the HQLs identified, the project progressed into the subsequent phase which was dedicated to marketing,

Here's a look at how an HQL 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

sales and conversion. Through data-led decision making, LeadXchange constructed a holistic marketing and communications campaign that aimed at zeroing in on the HQLs that had been identified, through a tailored customer acquisition plan. The plan enveloped a host of pull and push marketing tactics, supported through a strong foundation of relevant content. This was done in order to build an energized pipeline of leads, with the highest potential to convert into long term customers. The marketing began with digital banners that were placed on Intel's website to draw leads. Tech-related online portals such as CXOtv.news,



itVARnews and healthtechnology.in and newswire were identified as key platforms to host Intel's offerings, product launches, news features, updates and leadership quotes. This greatly helped in stimulating more attention among CXOs towards the telco solutions. To continue the conversations and heighten the focus on telecommunication technologies, social media interaction via Twitter and LinkedIn were extensively leveraged, wherein spokespeople enthusiastically connected on Intel telco-technologies that equip businesses with greater insights and experience.

Email marketing, too was employed

as a part of the lead generation strategy. Through tailored messages in the form of compelling newsletters and other nuggets of information on Intel's innovations, leads from across various phases in the customer acquisition journey were nurtured into customers.

Another important route identified was content syndication through an array of specially crafted resource material. Intel's customers within the Reliance Jio community were seasoned CXOs with several years of tech-related experience. They mostly looked to thought leadership, blogs, use cases and other specialized content as a powerful means to acquire telco-

related information. Therefore, highly specialized narratives served as a potent opportunity to positively influence prospects into collaborating with Intel for beneficial investment.

## Business Outcome

Through a successful collaboration with Intel, LeadXchange put together an energized lead generation campaign. The priority remained on creating agility, adaptability and synergy to power Intel with a profitable set of leads. 70 CXOs from the Reliance Jio community were tapped into, within a matter only 1 month.