Case Study

LENOVO™

LeadXchange for Lenovo

Lenovo partners with LeadXchange to identify and acquire customers in the Enterprise ITDM community

Executive Summary

It's safe to assume that the pandemic in the form of COVID-19 has forever changed the business landscape. In the new normal, the need of the hour is for enterprises big and small to relook their ways of working and the first step towards cultivating a highly collaborative and innovative ambiance is equipping staff with the right IT devices.

In line with their vision to hand-hold organizations in their journey towards fortifying a connected and creative culture, Lenovo introduced their latest models of laptops, desktops and tablets which are 'heavy on features and light on weight'.

Being pioneers of break-through innovations themselves, Lenovo was seeking to expand their customer base within a pre-defined timeline and budget,

and touch base with diverse enterprises looking to deliver powerful and reliable performance.

To accomplish creating a healthy pipeline of customers within the ITDM community, Lenovo chose LeadXchange as their thought partner, and relied on the latter's expertise to gain a profitable stream of leads. Armed with years of relevant experience of partnering for critical business projects, LeadXchange created a transparent lead generation process that resulted in higher conversions and better results for Lenovo.

Leveraging their cutting-edge suite of powerful campaign management tools coupled with collaborative leadership, LeadXcange successfully and effortlessly brought to fruition as many as 120 highly profitable business customers within a matter of only 30 days, and helped Lenovo bag profits worth INR 7.35 Crore.

Business need

The global crisis in the form of the COVID 19 pandemic completely overhauled much of the ways of working for companies across the world. Enterprises were taken by surprise and in a matter of just a few days were forced to switch their modus operandi and adopt a remote style of working.

With unprecedented levels of remote operations coupled with a significant portion of employees working on-site, the past couple of months have put the spotlight on the need for enterprises to equip their staff- both mobile as well those who are on-ground with the right IT assets that can help push the boundaries and foster greater creativity, collaboration and innovation.

In line with their vision to consistently raise the bar and deliver break-through

The table gives a detailed snapshot of an HQL persona;	
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

innovations that inspire creation, Lenovo has introduced the latest models of laptops, desktops and tablets that boost efficiency and productivity, and embody the theme- heavy on features, light on weight.

While these workstations feature superior engineering and innovative design and are the perfect match for today's quintessential professional, Lenovo was seeking to switch up their sales and touch base with enterprises that could benefit from these exceptionally engineered devices.

Lenovo partnered with LeadXchange to help them in their journey towards building a sustainable customer base. For LeadXchange, the task at hand was driving 150 highly qualified leads within the Enterprise ITDM Community.

Campaign Solution

To successfully enable Lenovo to meet their objectives, LeadXchange devised a holistic lead generation campaign that kept data at the forefront.

The first rung of the project was creating the persona of a high quality lead or HQL. This persona depicted what a classic HQL for Lenovo looks like. Through LeadXchange's cutting-edge technology that is built on the most advanced analytical engine, demand mapping algorithms and validation processes, the persona was mirrored.

Verified over a multitude of relevant data points scored with propriety algorithms and matched with filters, the HQLs were defined as influencers or top decision makers of an enterprise with confirmed projects, that could lead to profitable partnership with Lenovo.

Along with an HQL, the persona of an NQL or nurturing lead was also created. NQLs comprised decision makers or influencers who at this moment in time

had no confirmed project however they had the capacity to convert into profitable

Once the leads were identified, the wheels of marketing were then set into motion. A comprehensive marketing communications plan was chalked out that comprised a healthy concoction of both ATL and BTL marketing.

To create heightened exposure of Lenovo's offerings, ready-made material such as banners and whitepapers were hosted on Lead Xchange and this was topped up with highly informative and interactive content on CXOtv.news, itVARnews, healthtechnology.in and ewswire coupled with social media interaction via Twitter and LinkedIn. To build lasting relationship and drive higher sales, email marketing or EDM was extensively leveraged to reach out

to the audience segments with relevant information specially tailored to their business needs and their current phase in the customer acquisition journey.

Lenovo's official website was identified as a major crowd puller that was frequented by HQLs and NQLs. This served as a superb platform to not only create increased awareness about the products but also helped generate leads through a specially designed registration form with a clear call to action.

Another important component of

the marketing strategy was focusing on immersive content through blogs and thought leadership. It was extracted that both HQLs and NQLs belonged to a segment of audience that relied heavily on intricate and informative content to drive key business decisions. Therefore, a wealth of highly specialized and insightful content pieces developed by subject matter experts were curated and circulated that proved to be extremely in inviting HQLs and NQLs to interact with the brand and convert into satisfied customers.

Conclusion

The strategy by LeadXchange was carefully devised taking into account all aspects of Lenovo's business needs, targets and opportunities.

LeadXchange generated HQ and NQ leads based on filters that were aligned with Lenovo's sales objectives. They took on a granular approach through allowing them to capture, verify, qualify and score lead data from their owned and operated web properties, equipping Lenovo with real time information on high-intent leads.

The carefully crafted and cohesive

Customers in the next 6-24 months. Here's what the persona of an NQL looked like:	
Project Confirmed with Budget	**No Project Confirmed**
Authority	Decision makers / Influencers
Need	Customer Needs and Pain points have been identified
Time	Within 6-24months
Solution Discussed	Requirement can be met
Next Steps	Send Information, Events, Marketing Activities

project helped Lenovo pool in 120 new customers in just a matter of 30 days.

Being well-reckoned leaders in the space known for their highly advanced technology-enabled platform, LeadXchange created a comprehensive step by step process that ensconced tracking, offer management, campaign management and reporting to deliver greater opportunities and drove higher sales and stronger customer relationship for Lenovo.