EUROPA CAMPAIGN BUILDER BRIEFING GUIDELINES

INTRODUCTION & REQUIREMENTS

This document is a GoToMarket planning aid, for use by Europa campaign consultants, our sales developers/researchers and our clients.

We do suggest you consider holding a 'briefing workshop' to discuss this framework.

It is a tried and tested collaborative 'roadmap' designed to deliver Best Practice demand generation campaigns.

If you follow this process you will:

- Get your campaign into market faster and more smoothly.
- Increase your chances of success and deliver to expectations with more certainty.
- Find it easier to repeat consistent Best Practice across multiple campaigns, departments and regions.
- Manage risk more effectively.
- Save time, effort and money.
- Get best value from your agency relationships!

You may of course not need any guidance here, but this may contain some elements that require further consideration – or at least an alternative viewpoint. Please do give it some thought, then talk to us again.

IF IN NEED OF ASSISTANCE, CALL US ON +44 (0) 1494 739800 AND WE WILL GUIDE YOU THROUGH THE PROCESS!

Contents

Part 1: Campaign Admin & Set-Up Details

1.1 HEADER DETAILS

Required for Campaign/Client Management systems and all future documentation up to billing stage

- Client name
- Client address (multiple if there are separate addresses for campaign contacts and finance contacts)
- Client key contacts and stakeholders
- Campaign build date started
- Proposed/estimated in-market date
- Campaign name
- Campaign description
- Europa key contacts

1.2 CLIENT & CAMPAIGN BACKGROUND

Reasons for running this campaign? (Repeat previous success please? Change of agency? Assessing this route to market? Launch/relaunch? Budget awarded? Market demand?)

What organisational or market conditions influence the decision? (M&A? Upturn? New technology emerging? Governance issues?)

Previous Agency experience? (Issues? What needs to improve?)

Comments on current market awareness – who will know of you and this proposition? How accurate is it for your needs? What may we need to consider in terms of positioning?

Partner activity? – How else may the market have touched on your solutions?

1.3 CAMPAIGN OBJECTIVES

Guide:

- What is the primary objective for this campaign?
- What are your secondary objectives? (For instance: building a longer term pipeline? Assessing market feedback on your propositions? Assessing market potential in a given target area?)

1.4 SERVICES INVOLVED

Which Services do you require? (If unsure, select it anyway!)

- Campaign planning/consultancy/management
- Market research/profiling/territory planning
- Data/target lists sourced/built
- Email creation/broadcast
- Market research/profiling
- Telemarketing (outbound)
  - Lead generation
  - Profiling/qualification
  - Event boosting
  - Channel recruitment
- Telemarketing (inbound response management)
  - Qualification of enquires/responses/downloads
  - Event responses
  - Account requests for assistance
  - Sales enquiries/Service calls
- Account-based marketing
- Onsite sales/marketing resource
- Event support

1.5 COMMERCIALS & EXPECTED ROI

- What is your available budget?
- What timescales govern availability/expenditure?
- Across which territories must it be allocated?
- What are your minimum expectations in return for this investment?
- Within what timescales do you expect to see that return?
- What is the average deal size associated with any sales opportunity?
- What is your current conversion rate from ‘good lead’ to ‘close’?

1.6 PROCESS STEPS & TIMELINES

Please list all steps in the campaign process here. We will do this for you if you wish. Here is an example of a typical sequence of events:

1. All commercials, contracts and admin processes agreed.
2. Europa and <client> to collaborate on production of this GoToMarket Brief.
3. In parallel, Europa/client to consolidate any target data into Master List format.
4. Europa team to be briefed by client marketing and sales contacts.
5. Email/calling starts on <date>.
6. Results to be reporting <daily> and in full on completion of phase.
7. Email fulfilment to go out within 24 hours of initial contact.
8. Early market checkpoint – pause and review, adjust and continue.
9. Client Sales to report back on leads within 48 hours of their contact, or any calling may be paused till feedback received.
10. Europa to report on all market feedback in the ‘End of Campaign Report’ and make any further recommendations to improve campaign performance.

1.7 TARGET MARKET

ORGANISATION PROFILES:

- What are your primary target market sectors?
- Any other sectors for future targeting?
- Ideal organisation size, location, type of business?
- Location of parent/head office?
- Ideal scenarios/situations to look for?
- Market issues/needs driving need for solution?
- Likely pains and consequences of not having a viable solution?

KEY ROLES TO TARGET?

Pain carriers, influencers, decision-makers to identify. Please provide any specific pain/issues/needs related to each role.

IDEAL (LEAD) PROFILE

- Key elements of information that defines the ideal lead?
- Existing technology/end of life/review dates
- Priority business needs/changes required
- Changing business environment/challenges in the market
- Budgets
- Decision making process
- Names of key contacts, including contact details
- Contact success/agreement to engage
- Timescales to meet/consider/decide/purchase

1.8 DATA ASSESSMENT

- What available data do you have?
- What is your assessment of its quality/quality against what may be needed? (We can check this in advance if you require)
- What are the logistics/restrictions/timelines involved in enabling us to use your data?
- What further research/cleansing do you believe needs to be done ideally in order to prepare for use?
- What additional data do you think you will need? (We will advise on this also)
- What subsequent use would you prefer to have for any acquired data? (Multiple use? Further follow-up by email or phone? Licence periods etc.)

1.9 CALLS TO ACTION

- What is the 'destination' we should be offering on this journey?
- What action would you like them to take as a result of this approach?
- What roadmap would be logical for them to consider from here?
- What offers can we provide?
- What are the benefits in taking these actions?

1.10 FULFILMENT MATERIALS ASSESSMENT

- Most calls will involve an email response of some sort. We strongly recommend you respond with speed to enforce recall. Our team can handle this for you if you wish; we simply need to agree a) the body text for such emails b) who else we should copy and c) the follow-up protocols.
- Please also share with us any content/links/attachments you will use in the follow-up process.
- Should you need any content to be modified or translated to fit the needs of this campaign, we can also help you with this.
- Best Practice: make sure any such assets are ready before the campaign starts!

1.11 SALES ESCALATION & REVIEW PROCESS

- Please agree with us the reporting and escalation process for any leads, of ensure we have briefed you on our standard process.
- We will provide this information in any form you wish – preferably 'handing over' any leads requiring immediate action directly with your sales/account reps.
- Our Sales Developers will be keen to interact directly with your own sales team, so please ensure these introductions are made prior to campaign launch if possible.
- Please also discuss the interfacing with your internal CRM/Marketing systems and any support you may require from us there.
- Consider as well, the content of any final End of Campaign reports, including market feedback, competitive analysis, call statistics etc.
- At this point we will also agree the actions if the agreed follow-up processes fail, such as pausing the campaign until resolved.

1.12 GO-TO-MARKET STRATEGY/RISK ASSESSMENT

- Discuss here the priority targets for selection, what to research for before contacting, which information triggers the selection for approaching etc.
- Also consider any pause/review checkpoints and factors that would trigger them.
- Consider data used and when to reconsider should responses not meet expectations.
- Other alternative messaging to be used should market not be responding as expected.
- Consider all other timings and third party actions which may affect execution (Internal sign-off? Creatives? Data suppliers? Data approvals?)

1.13 RESOURCE REQUIREMENTS

- What key skills/qualities and numbers of resources are required?
- Are there any travel requirements?
- What backup/scaling considerations should be considering?
- What are the training requirements to ensure they reach the highest standards possible?

Part 2: The Solution, Proposition & Competitive Plays

2.1 VALUE PROPOSITION(S)

Succinct 'elevator' messaging only here please. Subsequent sections for more detail on solutions and markets etc.

For assistance with distilling these Value Propositions, please review 'How To' documentation here. Europa account team will work with you to perfect this section for conversational use.

2.2 SOLUTION OVERVIEW

- Please provide more detail behind the solutions that support/substantiate your value propositions.
- Also outline any incumbent/additional third party technology required for your solution to work.
- Also please provide any other content/presentations/links/training material that might support your case.
- Third party content is also always useful here.

2.3 SUCCESSES & CASE EXAMPLES

- Please provide stories on existing user cases to support this proposition
- These can be most useful – or even critical – for new-to-market/lesser known vendor solutions
- Real names are best of course, but anonymous examples – preferably in-territory - will also help
- Why did they choose your solution? What pain initiated the acquisition? What real business value has been gained?

2.4 COMPETITIVE LANDSCAPE

- Please detail any 'perceived' competition that we might encounter – real or otherwise.
- We will research all available competitor information as well to prepare our team.
- Also provide any facts/questions/counteractions for use in conversation here.

2.5 SD STYLE & APPROACH

For Telemarketing/Tele-research campaigns and in any accompanying text for emails

We will train our tele-team to adopt the most appropriate style for your business/culture, so please provide any suggestions here.

Our default style is to avoid the typical scripted, over-selling approach. We will generally be employing well-informed callers who have researched the target organisation already. They will generally take the role of 'seekers of information/assistance' or 'offering help in understanding', or 'sharing experiences of their peers in the industry'. They will be trained to be upbeat and professional without being arrogant or pushy.

If you have another preferred style or approach, please brief us on that.

2.6 VERBALISATION & SCRIPTED ELEMENTS

Even though we do not employ scripted calling, adopting a much more professionally appropriate, conversational approach for this type of work, there are always considerations or formality and specific words to deploy in response to certain scenarios, so in this section we will write that copy, in conjunction with the client.

For example:

- Who are we calling from?
- What do we say in the introduction?
- What is 'the reason for our call'?
- How do we respond to objections/push-offs?

But most importantly, how do we take any value propositions provided - that might work perfectly well in writing - but convert them into language that will have the desired impact in a conversation which may only last a few seconds?

2.7 KEY QUESTIONS & INFORMATION TO EXTRACT

What are the key elements of information that are a) essential b) preferred from any research or discussion?

List anything you would prefer and we will discuss likely outcomes with you.

2.8 OBJECTION HANDLING

- What reaction might we receive to the above?
- False objections?
- Responses to 'we don't need/already have ***'
- Responses to 'we have worked with you before'
- Any historic issues we may encounter?

2.9 GRADING STRUCTURE

We have a standard grading structure which works well for most campaigns, but please study and discuss any preferred changes with us.

Here is the standard model:

GRADE	CATEGORY
Grade 9	Fully qualified sales opportunity Sales to engage
Grade 8	Partially qualified sales opportunity – client to engage/decide on action
Grade 7	Longer term sales opportunity requiring nurture
Grade 6	Genuine request for further information – fulfilment and follow-up action required
Grade 5	'Heads-up' only: potentially useful info but not a lead
Grade 4	Call complete. No further action required. See comments as to why.
Grade 3	Still in progress: referral to another contact/still attempting to make contact
Grade 2	Dead line of enquiry/Contact left the business or business not a fit
Grade 1	Tried to call / NA / VM / ENG / In progress
Grade 0	Do not call

Part 3: Appendices

3.0 APPENDICES: BACK-UP INFORMATION

Please include any other background information in the Appendices. We will also add and further detail which may assist our team.