

MediaDev - Qlik OEM EMEA Case study

A holistic approach to ISV-OEM lead generation

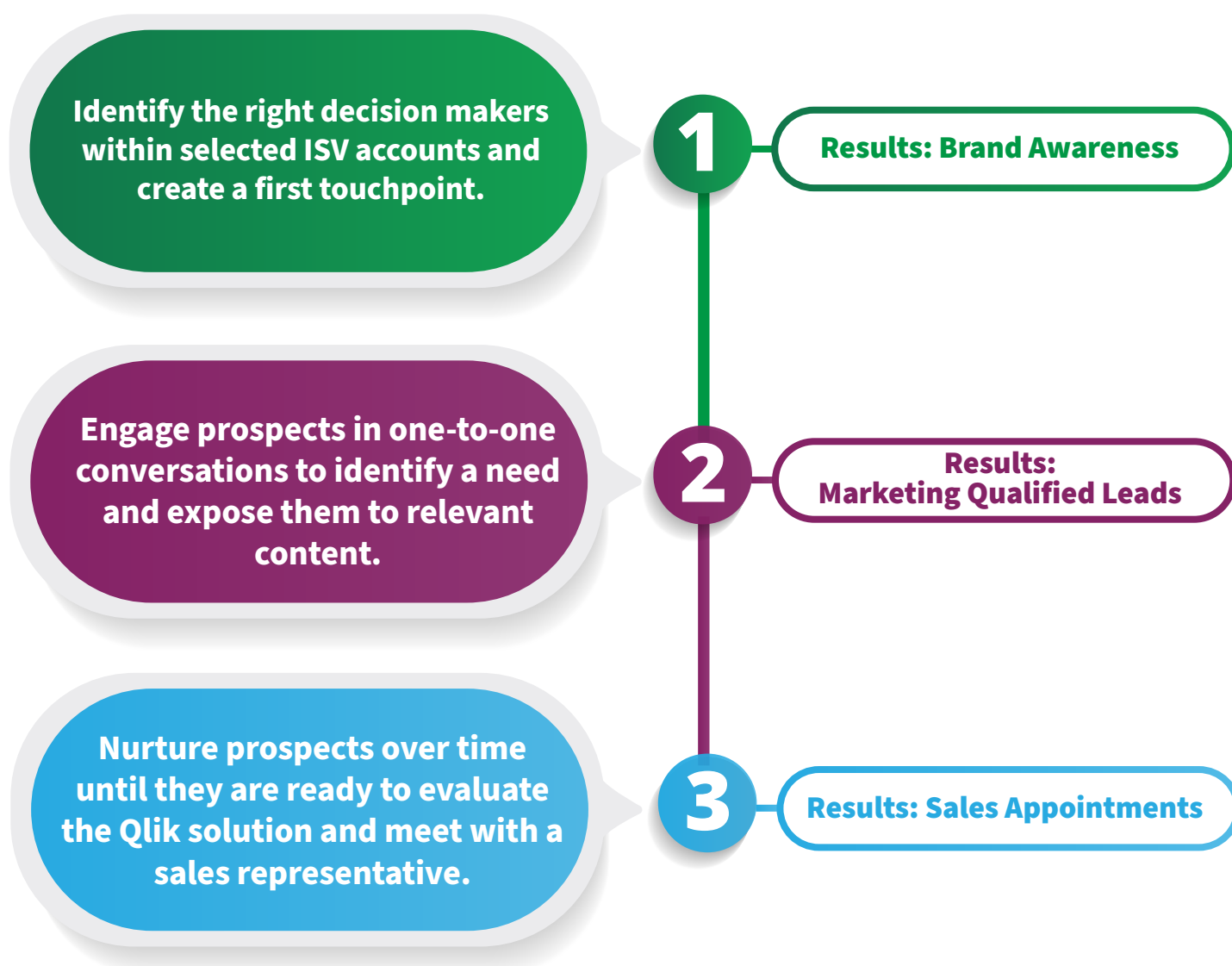


ISV recruitment program

Overview of the program

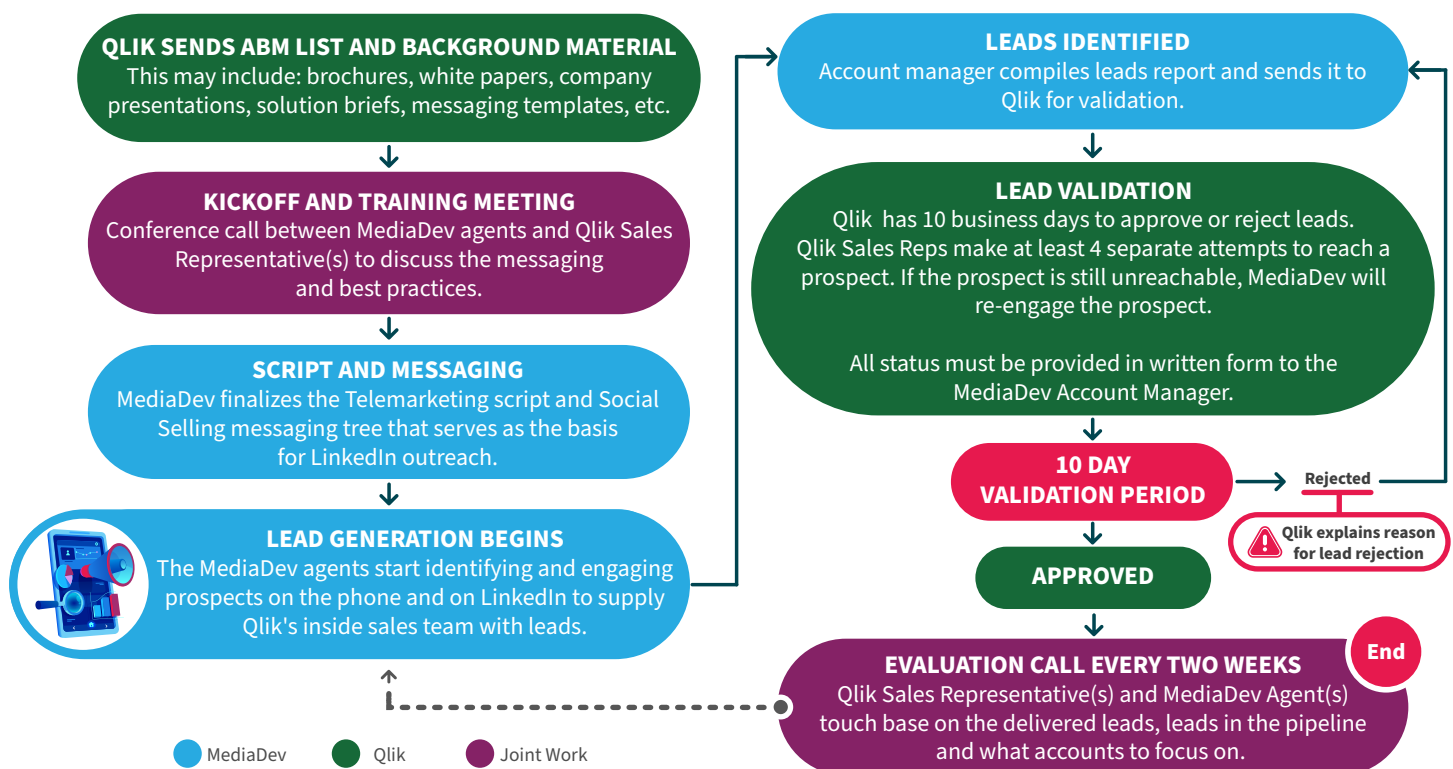
As part of a Global ISV recruitment initiative, MediaDev has been working with Qlik OEM EMEA since 2017 to generate highly qualified leads for their Embedded Analytics offer across Europe. In the early stages, all lead generation campaigns were centered around telemarketing. Both parties soon came to the conclusion there was a need for a more holistic approach to nurture ISVs efficiently. In late 2018, MediaDev developed a comprehensive ISV recruitment strategy including a combination of Social Selling, spot basis telemarketing, email, content marketing and advertising to convert ISVs into valuable partners over time.

ISV Recruitment Workflow



In early 2019 MediaDev started executing the strategy to identify and nurture decision makers within a priority list of accounts provided by Qlik. The AMB list was created and is regularly updated by Qlik's sales representatives, while working hand-in-hand with MediaDev's marketing team. The sales representatives carefully select the accounts they believe hold high potential for OEM partnerships. During the execution of the lead generation campaigns, MediaDev agents are constantly in touch with local Qlik Sales Representatives to discuss progress, report on specific tactics deployed, and to receive feedback on leads. This has helped forge a tight alignment between both parties and has helped the MediaDev team to exponentially increase the quality and quantity of leads delivered to Qlik.

Qlik Lead Generation Workflow



To support Qlik's effort of creating a high potential accounts list, MediaDev performs market intelligence research. The results are presented in custom reports that help Qlik sales representatives determine if there is sufficient OEM potential to pursue a partnership.

Lead generation tactics

The center piece of the ISV recruitment strategy is a Social Selling program with seven dedicated LinkedIn profiles covering all of Europe's major markets. LinkedIn's Sales Navigator helps MediaDev agents identify relevant personas within the target accounts. Once a prospect has been identified, the social sellers organically create multiple touch points, and use company assets to inform the prospect about the benefits of Qlik's embedded analytics offer.

Of course not every prospect is ready for a sales appointment right away. By deploying various tactics such as email, telemarketing, a dedicated LinkedIn Showcase Page and regular follow up by the social sellers, MediaDev nurtures prospects until they are ready go to the next level of engagement. Before handing over the prospect to Qlik, MediaDev arranges for an initial pre-sales call to qualify the opportunity. The final call-to-action is a sales meeting with one of the local Qlik OEM sales representatives.



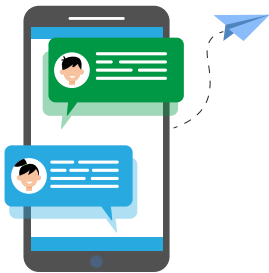
To get the Social Selling program started MediaDev developed a strategy consisting of creating:

Social Media profiles

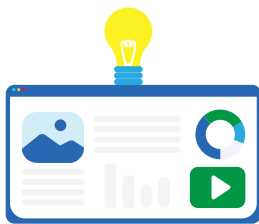


MediaDev set up seven LinkedIn profiles with Sales Navigator licenses for dedicated agents to use to build up a network of prospects. This included: a profile picture, personal description and work history. The agents appear to be working on behalf of Qlik and establish thought leadership among their networks by sharing relevant content on their timelines.

Messaging trees



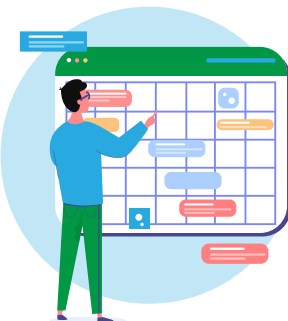
MediaDev created a messaging workflow in local languages from the first connection request up until the confirmation of a pre-sales call. These standard messages are being used to guard Qlik's branding and act as a guideline for one-on-one conversations with prospects. Of course, one-on-one conversations are always personalized based on the prospect's profile.



Showcase page management

To create brand exposure to new prospects and existing partners, MediaDev manages an OEM specific Showcase Page posting relevant content twice a week.

Content calendar



To position the social sellers as a thought leader in the industry and supply the Showcase page with fresh content, MediaDev's social media team drafts quarterly content calendars that contain all scheduled posts. The content calendar includes a healthy mix of assets and engaging posts that lead to interaction with prospects.

KPIs

2020 Results as of Q3



Showcase Page Followers
2,421



ABM Accounts Profiled
151



Number of prospects identified
5,767



Contacts Profiled (with opt-in)
3,400+



Number of Leads Being Nurtured
2,000+



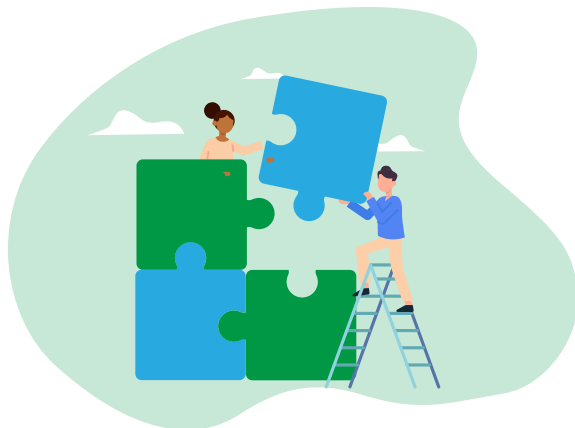
Number of Sales Qualified Leads
122



Marketing Qualified Leads
340+



Sales impact

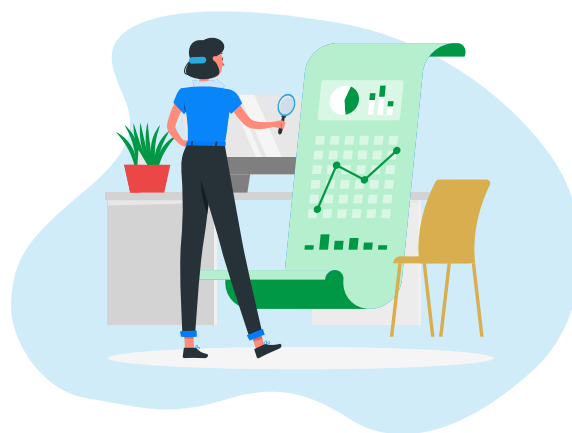


Number of partnerships resulting from the ISV recruitment program

18

Sales pipeline valuation

\$800k+



Quote

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“I have a long and profitable relationship with MediaDev. At the beginning at a country level for the Italian market, and more recently at the EMEA level. Among all the IT marketing organizations I've used in the past, MediaDev stands out in their capability to deliver a sophisticated marketing approach that drastically impacts our company top line. I always appreciated their attitude to act as an extended team, committed to sustain the business models and to achieve the marketing goals. MediaDev professionals know the lead generation dynamics in the Information Technology space well and as a result we added a social selling component to our business development strategy. This made the difference driving new prospects and opportunities to our pipeline.”

-Roberto Fontana, Director of OEM Marketing EMEA

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DISRUPTIVE MARKETING FOR SOFTWARE VENDORS

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