

Driving Double-Digit Business Growth with an Innovative Cloud Offering | A Smart Advise Success Story Q3FY2023

Smart Advise for LENOVO GmbH

Lenovo

Lenovo is a US\$62 billion revenue global technology powerhouse, ranked #217 in the Fortune Global 500, employing 77,000 people around the world, and serving millions of customers every day in 180 markets. Focused on a bold vision to deliver smarter technology for all, Lenovo has built on its success as the world's largest PC company by further expanding into growth areas that fuel the advancement of 'New IT' technologies (client, edge, cloud, network, and intelligence) including server, storage, mobile, software, solutions, and services.

The Business Case: They were looking to drive their "Jolera Inc." case study through TOFU awareness to break through the Mid-Size companies B2B tech market. Smart Advise, a B2B lead generation vendor, partnered with Lenovo to achieve this ambitious goal.

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CHALLENGES

INTENSE COMPETITION: The IT services market was saturated, making it difficult to stand out among competitors.

LIMITED REACH: Their team needed to reach a wider audience of potential clients.

Smart Advise addressed core challenges with a multifaceted approach, primarily focusing on content syndication, which was leveraged to its full potential for lead generation, and it played a pivotal role in overcoming the above challenges.

To achieve this, Smart Advise created high-quality content that showcased "Lenovo's Jolera case study" organically and syndicated across a network of industry-specific websites, reaching a vast and engaged audience. The informative and valuable content not only attracted potential clients but also positioned the case study in the top most ranks cutting across the competitive landscape as needed.

Expanding Reach through Syndicated Content: With the IT services market being highly competitive, reaching a wider audience was a critical objective. Smart Advise's content syndication strategy allowed Lenovo to extend its reach to a broader demographic of potential clients in EU. By disseminating content through well-established platforms within the industry, they were able to tap into existing audiences and attract the attention of decision-makers searching for IT services and cloud solutions

② OVERCOMING CHALLENGES:

INTENSE COMPETITION: By distributing the case study thought leadership content across industry-specific platforms, the campaign enabled Lenovo to differentiate itself from competitors. Lenovo's expertise and unique value proposition were highlighted, giving them a competitive edge in a crowded market.

LIMITED REACH: Content syndication significantly expanded Lenovo's reach, allowing them to tap into a larger pool of potential clients. Smart Advise's strategy ensured that Lenovo's content reached decision-makers and IT professionals actively seeking services in the IT and cloud solutions space.

③ RESULTS:

DOUBLE-DIGIT GROWTH: Within six months of the campaign's launch, there was a double-digit increase in the estimated pipeline vs conversions thus causing an effective lead to conversion ratio.

INCREASED VISIBILITY: The whitepaper's online presence and visibility significantly improved, making it more competitive in the IT services market.

QUALITY LEADS: The lead generation strategy produced high-quality leads, resulting in a substantial return on investment.

COST- EFFICIENCY: Smart Advise's targeted approach and marketing automation saved both time and resources at a 40-50% average lower Cost per Lead.



CONCLUSION:

In conclusion, by effectively leveraging content syndication, the marketing team overcame the challenges of fierce competition, limited reach, and the promotion of a new case-study/asset/whitepaper. This partnership not only expanded Lenovo's reach but also generated high-quality leads and significantly enhanced content visibility. The remarkable outcomes underscore the effectiveness of innovative marketing strategies and strategic partnerships in a competitive market, exemplifying how ambitious goals can be realized through visionary approaches in the technology and services sector.