

## Remaining competitive in a price-driven market

*Telecommunications equipment fulfilment company*



### **Agency Business Member:**

Arnold Ferrier, Consultant for Best4Systems

### **Industry:**

Telecommunications

### **Company Size:**

25-100 employees

### **THE CHALLENGE**

- Ad hoc content creation with no strategy or measurement in place.
- Unsure how to define KPIs to review content effectiveness.
- Basic understanding of analytics software to report on performance.

### **THE SOLUTION**

- Use of the specialist Content Marketing Toolkit to upskill.
- Practical, structured steps to create a content strategy that aligns with business goals.
- One-hour blocks of learning and workshops with employees.

### **THE RESULTS**

- Able to calculate the investment in content creation, distribution strategies and ROI.
- Able to report to senior management on content marketing performance.

Best4Systems is a UK-based, service-oriented, telecommunications equipment fulfilment company. Founded in 1995, the company supplies a wide range of new and refurbished products including headsets, business systems, phones and conferencing solutions - all from the world's leading manufacturers.

With annual growth currently at 20% per annum, Best4Systems is one of the most established telecoms equipment supply companies in the UK, with plans to expand throughout Europe and the rest of the world. Its clients are predominantly within the Corporate, Local Authority, Call Centre and related sectors.

Best4Systems wanted to differentiate themselves in a price-driven market through content creation and marketing output but didn't know where or how to start.

As an independent consultant, Arnold Ferrier was tasked with creating a roadmap and process that employees could follow and effectively measure results to deliver a return on investment.

*“I felt the range and wealth of expert information across the spectrum of digital marketing was extremely current, relevant and practical and the subscription provided exceptional value.”*

Having been a Business Member of Smart Insights, he believed the wealth of authoritative, practical, tried and tested information on the subject would be the logical first port of call.

The aim was to move and nurture the employees responsible for content creation from the current 'ad hoc' approach to a more cohesive strategy and measurement plan. He would need to create business cases for further investment and scale, then finally providing visible, accurate measurements and ROI for all content related activities to the business at large.

The employee responsible for the creation and management of the content had no prior experience of how to develop an effective content plan. He was unsure how to define KPIs to review content marketing effectiveness, how to calculate ROI by figuring out the relevant costs and returns of creation, and was further unsure about using tools such as Google Analytics to compare engagement and value of existing and different content formats.

### How were Smart Insights resources used?

Selected resources were given to employees to read and review prior to sitting down with them in person. Feedback was collected and reviewed, which helps to provide insight on areas for prioritization. Once a subject and workshop is agreed, the approach is to concentrate learning in one-hour blocks on consecutive days for the duration of the resource topic. Employees are encouraged to go through the resource in detail, noting any areas for further clarification and help, whilst ensuring they are able to articulate what they've understood and learned in their own words (writing down specific action points to ensure strategy and tactics are then applied in the real world).

Timescales and milestones are then built into the employees' daily schedules and a month end review is held to discuss areas of progress and performance. In addition, employees now have individual KPIs that are specifically aligned to the overall business department and will include the learning and application of the Smart Insights resources.

*“One of the great attributes of Smart Insights resources is their focus on the subject matter at hand. There's no wasting time on trial and error or figuring out whether the materials are valid or authoritative, instead time can be spent on specific learning and then taking action in the real world.” - Arnold Ferrier, Independent Consultant*

### Which resources were most useful?

"The focus on specific topics is extremely useful. The lack of 'fluff' allows for a highly structured approach to learning a particular topic without a feeling of overwhelm. In addition, the links and relationships between different areas of the marketing mix are clearly stated should you wish to expand understanding beyond the original scope and brief.

The clarity and use of plain English also can't be overstated. Less focus on jargon for jargon's sake and more emphasis on design and structure of the content itself. The use of illustrations to help provide a visual reference and the easy to follow nature of all resources has been honed over the years and is now highly polished into a product that takes the guesswork out of how to approach a typical subject matter.

The sections in the guides such as 'Strategy Recommendations', 'Best Practice Tips', 'Real World Examples' etc. are all extremely valuable on their own, but in the context of providing a 360-degree view of a particular topic, provide the reader with a defined structure in which to understand the hierarchy of information and what practical steps to take."

### How were Smart Insights resources applied?

Best4Systems have invested in an "in-house" approach to applying Smart Insights by employing a consultant to go through the resources at the employees' pace of learning and ensure they have grasped the details sufficiently to put concepts and ideas into practice. By setting out clear objectives and aims of what the company wanted to achieve out of the sessions, a business case for future investment can be determined.

### What were the outcomes and results?

The employees have a significantly better understanding of content marketing management. They are able to prioritize and focus their time and resources in the right areas to deliver positive ROI. Their approach has become more structured and moves towards integration and optimization that can be reliably measured and scaled. The employees are confident, brimming with ideas, highly motivated and energetic to put what they've learned into practice and report to management. Specifically, they're able to:

- Calculate the investment in content creation and distribution channels.
- Translate time invested into money attribute metrics and calculate the ROI of content marketing.
- Report to senior management on content marketing performance.
- Contribute confidently to the strategy.

### Would you recommend Business Membership?

"Yes. For the cost of a day out at a seminar you get a year's worth of authoritative, expert information that saves time, trial and error, and confusion. Smart Insights delivers outstanding results at exceptional value for money with resources that are available in seconds, 24/7, wherever you're connected."