



Digital Kungfu achieves 280% of Sales Qualified Leads target for Liquid Telecom.



About Liquid Telecom

Industry:

Telecommunications

Location: South Africa

Solution: Liquid Telecom SD-WAN

Web:

www.liquidtelecom.com

The Client

Since putting its first fibre in the ground in 2009, Liquid Telecom's high-speed cross-border network has grown to over 70 000km of fibre. It is the African continent's largest independently owned network, offering connectivity to all the main subsea cable systems that link Africa to the rest of the world. Liquid Telecom is the first telecommunications provider to establish a direct terrestrial communication link between Cape Town, South Africa, and Cairo, Egypt – stretching the entire length of the continent and offering improved latency.

Its reliable and highly-protected, self-healing, switched backbone prioritises traffic within Africa to reduce latency, and state-of-the-art data centres in Johannesburg, Cape Town and Nairobi offer a combined potential 19 000 square metres of rack space and 78 MW of power Consortium member in SAT3/SAFE, WACS, TEAMS and EASSy, as well as a large IRU inventory holder in SEACOM and a shareholder in WIOCC.

The Challenge

As a new entrant into the Software-Defined Wide Area Network market, leading telecoms provider, Liquid Telecom, approached Digital Kungfu to drive an awareness and lead gen campaign.

SD-WAN, or Software-Defined Wide Area Network, simplifies connectivity between branch offices and remote locations. It's a revolutionary way of routing traffic on networks, with many potential benefits for businesses, including more flexibility and control within an organisation, as well as reducing the costs of routers. Here's the problem. Many mid-sized and large organisations aren't aware of the benefits that SD-WAN can offer them, and for those who are, Liquid Telecom isn't necessarily the first service provider that comes to mind.

There are also still lingering concerns around the cloud and security amongst South African business leaders, and these need to be dispelled. It was for these reasons that Liquid Telecom approached Digital Kungfu to launch and manage a joint awareness and lead-generation campaign for its SD-WAN offering. When a business migrates to the cloud, all of its data has to go up to the cloud or come down from the cloud. This presents two issues: speed and security. How quickly can you access your applications and data, and how secure is everything?

SD-WAN ensures the speed of on-premise with all the other benefits of the cloud – including enterprise-grade security. The challenge was that not all business leaders are aware of this, and Liquid Telecom has a number of competitors in the market – we needed to educate our target market, build brand awareness around our specific offering and differentiators, and generate sales-qualified leads that our sales team could close.

Solution: Lead generation and awareness.

Enter Digital Kungfu and the Lightning Strike, a proprietary lead-generation campaign that uses data enrichment to ensure that an agreed-upon number of sales-qualified leads are delivered fast and effectively. Digital Kungfu's process to help clients build sales-ready pipelines begins with a focused 60-minute story sprint that unpacks exactly who the campaign needs to reach, what challenges they are facing, and the messaging that will be most relevant to them.

Based on these insights, a lead generation campaign is crafted. In this case, it was determined that the benefits of SD-WAN needed to be highlighted, while also addressing the security concerns that many South African businesses still feel with regards to the cloud. Liquid Telecom's specific differentiators were also highlighted, including the power of their network. Liquid Telecom's SD-WAN solution is integrated into its core network. All other providers only connect to the overlay.

They don't touch the service provider's core, and so they don't have visibility or control over what's happening on that core – there's no view of what's happening on their broadband line and no view of faults. Liquid Telecom's solution is different, and it was critical that this be shared with the target audience. The campaign was launched with branded assets that were run on LinkedIn and Facebook, generating interest to download a white paper unpacking the key benefits of SD-WAN for growing organisations.

Digital Kungfu's lead generation team managed the campaign end-to-end, researching keywords and the target audience, and testing the campaign each step of the way to optimise results.

Most importantly from a campaign optimisation perspective, budget was allocated on collateral that performed best and reached the right target audience.

The Results

The Liquid Telecom SD-WAN campaign performed well above the initial target set.

The campaign needed to achieve 20 Sales Qualified Leads. The creative assets created by Digital Kungfu's production team generated **240 Market Qualified Leads.**

Digital Kungfu's Lead Vetting team then disqualified 184 leads, delivering **56 Sales Qualified Leads, a 280% achievement of target.**

The result? Liquid Telecom received a projected SQL pipeline of **R5,7 million** based on average deal size, with projected revenues topping more than **R400 000** based on industry-standard conversion rates.



Don't take our word for it.

“Working with Digital Kungfu has helped us build our sales pipeline and deliver qualified leads to our sales team. We're operating in a very competitive market, and so speaking to customers who are already interested in our solutions ensures a higher win-rate for us. The speed, turnaround time and continuous optimisation of our campaigns ensures that we will continue to work with Digital Kungfu's team in the future.”

Lebohlang Mabaso,
Segment Marketing Specialist

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