

Digital Kungfu + First Technology Centurion



By delivering 200% more leads that targeted, Digital Kungfu helped a new branch enter the market with a strong sales-ready pipeline to positively impact growth.



About First Technology Centurion

Industry: Technology hardware and software

Location: South Africa

Solution: Microsoft Cloud Services

Web: www.thefirstcloud.com

The Client

First Technology Centurion is a new branch of First Technology Group, a value-added Information Technology company supplying and implementing hardware and software that are complimented by the provision of associated support services and solutions.

With over 20 years experience, First Technology ensures that the risks associated with the deployment of new technologies are reduced while providing competitive total cost of IT ownership that provides a compelling return on investment.

Trusted by its clients to find innovative solutions – from hardware and software to basic configuration and advanced design implementation, and even financing – First Technology is one of South Africa's leading single-source providers of IT products and services.

The Challenge

As the newest branch in a business that has over 20 years experience in the tech industry, First Technology Centurion was faced with a critical challenge: the team spearheading the new branch needed to make its presence known in the market as quickly and effectively as possible.

It could leverage off the brand equity that First Technology Group had established over the past two decades, but ultimately, a sales-ready pipeline was needed to bring in revenue and lay the foundations for a successful new branch.

As a new branch, the business needed market share, to build awareness to generate traffic to landing pages and social media and most importantly, to generate new business leads, particularly amongst businesses that would benefit from Microsoft's CSP (Cloud Solution Provider) offerings.

Solution: Lead generation and awareness.

First Technology Centurion engaged with Digital Kungfu to kickstart its business. This required the creation of a simple but impactful website as well as compelling content that could be taken to market.

The process was as follows:
A 60-minute story sprint with Digital Kungfu's content ninjas uncovered First Technology Centurion's story and aligned it with the challenges that its target market is facing.

The ninjas then got to work, building compelling content that would speak directly to businesses in need to Microsoft CSP solutions.

Three unique landing pages were designed, developed and tested for Azure, Microsoft 365 and Office 365. Three lead magnets were created to drive traffic to these landing pages, with three qualifying surveys designed, developed, tested and integrated to capture customer data.

Emailer copy was written and designed with bulk emailer integration and automation, and a social media campaign launched.

Digital Kungfu managed the campaign end-to-end, from Google display banner campaign management to LinkedIn Lead Magnet campaign management.

The Results

The First Technology Centurion campaign performed well above the initial target set.

Over the period of four weeks, 26 social media posts were scheduled, generating **805 000 impressions** in total, a huge push to drive traffic to the landing page and introduce First Technology Centurion to the market.

The set target for Market Qualified Leads was 50 and **117 MQLs** were achieved.



Don't take our word for it

“As a brand-new branch of the First Technology Group, we needed to build brand awareness and generate market exposure. Digital Kungfu helped us capture leads of businesses we could connect with immediately and start building a sales pipeline. Working with Digital Kungfu was incredible, from the people to the finished project.”

Zaneta Viljoen,
E-Commerce Manager

