

Digital Kungfu + IBM



Digital Kungfu creates a R6.2-million sales-ready pipeline for IBM Power9.



About IBM

Industry: Hardware and software solutions

Location: South Africa

Solution: Power9

Web: www.ibm.com/za-en

The Client

IBM produces and sells computer hardware, middleware and software, and provides hosting and consulting services in areas ranging from mainframe computers to nanotechnology.

IBM is also a major research organisation, holding the record for most U.S. patents generated by a business (as of 2019) for 26 consecutive years.

The Challenge

IBM's hardware division offers a complex and powerful range of solutions – on-premise servers that offer supercomputer performance to support enterprise growth.

The challenge is that even though the success of an enterprise is based on reliable, on-premise processing power that supports AI and big data, customers still need to be educated around what IBM has to offer.

The sales journey is long and complex, dealing exclusively with C-Suite leadership teams, and accessing these individuals while educating the market poses unique challenges.

Solution: Lightning Strike Campaign

First Distribution, an IBM partner in South Africa for 25 years, approached Digital Kungfu to launch and manage a campaign to drive awareness around IBM Power9 and nurture C-Suite leads.

The process was as follows:
A 60-minute story sprint with First Distribution, IBM's team and Digital Kungfu's content ninjas uncovered who the target audience was and the unique challenges they face.

It was determined that in-action case studies highlighting how the Power9 performed across various industries to support enterprise growth would be the most powerful way to capture C-Suite attention.

The campaign was launched on the 20th of November and ran for four weeks. It included social media posts and schedules, 23 branded photos, one article and one lead magnet to educate the market, a video brand ad, an insight mining lead score survey, and a landing page designed specifically for the campaign.

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.

The Results

The IBM Power9 campaign performed well above the initial target set.

Over the period of four weeks, 12 social media posts were scheduled generating **35 350 impressions** in total, which drove traffic to the landing page.

The set target for **Sales Qualified Leads was 15 to 20** and saw the conversions peaking over by **40%**.

The result? **42 Market Qualified Leads** from which **25 Sales Qualified Leads** were generated, equating to an industry-beating **conversion rate of 59.52%**.



Don't take our word for it

“Accessing C-Suite decision makers at enterprise and corporate level can be a real challenge. Digital Kungfu developed a targeted lead generation campaign with content that spoke directly to our audience. This generated sales-qualified leads a sales-ready pipeline, which was exactly what we were looking for. Speaking to decision makers who are already interested in your solution goes a long way towards closing significant deals.”

Bronwen Jacobs,
Marketing Executive: First Distribution, Epsidon Technology Holdings

