

Digital Kungfu + Liquid Telecom



By delivering 400% more leads than targeted, Digital Kungfu helped Liquid Telecom extend its Broadband service offering into the South African business market.



About Liquid Telecom

Industry:

Telecommunications

Location: South Africa

Solution: Liquid Telecom
Broadband

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

Broadband is broadband is broadband, right? So how do you differentiate in an over-crowded market and generate a sales-ready pipeline?

Liquid Telecom has spent the past ten years investing in Africa's largest fibre network, purposefully building a vast, meshed network that is not reliant on one, or even two undersea cables.

Onboarding the entire continent onto this vast network requires a range of focused marketing initiatives, and the challenge is that differentiating one broadband provider from another in such a competitive market can be tricky – particularly when customers are only focusing on price.

Liquid Telecom needed a campaign that highlighted its differences as a service provider in a way that was both meaningful and engaging for its target audience.

Solution: Lead generation and awareness.

Digital Kungfu's proprietary Lightning Strike campaign was designed to meet the specific needs of technology businesses. Digital Kungfu's production team aims to get the campaign up and running within days and a specialised lead vetting team ensures that a sales-ready pipeline is delivered for sales executives to close.

Digital Kungfu's process 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.

In the case of broadband, there is often a single point of failure that can seriously disrupt business operations. For example, when an undersea cable is cut, everyone operating through that cable loses connectivity.

Consider the impact this has on businesses that cannot operate without the Internet – emails go down, applications cannot be accessed and data is irretrievable. This can be devastating at the best of times, but as the world moves into a new, virtual way of working, connectivity and maintaining 99.9% uptime becomes more essential than ever.

Once Digital Kungfu's production team understood the core messaging that needed to come across, branded assets were written, designed and placed on LinkedIn and Facebook. Engagement was closely monitored and optimised, with budget allocated only to the collateral that performed best and reached the right target audience.

The Results

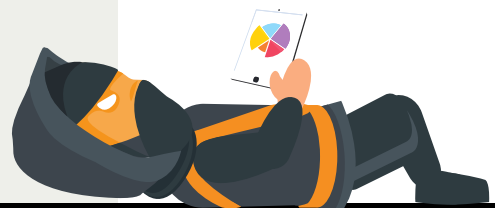
The Liquid Telecom Broadband campaign performed well above the initial target set.

The campaign needed to achieve 20 Sales Qualified Leads.

The creative assets created by Digital Kungfu's production team generated **236 Market Qualified Leads**.

Digital Kungfu's Lead Vetting team then disqualified 153 leads, delivering **83 Sales Qualified Leads, a 415% achievement of target**.

The result? Liquid Telecom received a projected SQL pipeline of **R2 million** based on average deal size, with projected revenues reaching almost **R600 000** based on industry-standard conversion rates.



Don't take our word for it.

"We work extremely well with Digital Kungfu. The team understands our business and our core messaging, and is able to translate this into performance assets that generate the right interest, converting marketing leads into a sales-qualified pipeline."

Avesh Subbiah,
Product Manager.

LIQUID
TELECOM