

Digital Kungfu + Liquid Telecom



*Digital Kungfu
secures a 27:1 ROI
for Liquid Telecom in
Kenya.*



About Liquid Telecom

Data

Industry: ICT

Location: Africa

Solution: Liquid Virtual
Workspace

Web: www.liquidtelecom.com/

The Client

Liquid Telecom is a leading communications solutions provider across 13 countries primarily in Eastern, Central and Southern Africa that serves mobile operators, carriers, enterprise, media and content companies and retail customers with high-speed, reliable connectivity, hosting and co-location and digital services.

It has built Africa's largest independent fibre network, spanning over 70 000km, and operates state-of-the-art data centres in Johannesburg, Cape Town and Nairobi.

The Challenge

Liquid Telecom launched the Liquid Virtual Workspace in response to widespread lockdowns due to Covid-19. It was a fast response to the sudden and urgent needs of businesses to go virtual. The problem was that no one could take up the offer if they didn't know about it.

Microsoft has the collaboration tools and Liquid Telecom has the network infrastructure to support migrating to the cloud. The offering includes Microsoft Teams, Office365 and a host of other cloud-based solutions that give businesses all the tools they need to operate virtually.

Speed was of the essence. Businesses were scrambling to remain operational without the right collaboration tools and connectivity to do so. Liquid Telecom needed to get the message to them quickly and effectively that the Liquid Virtual Workspace was the solution they were looking for.

With Microsoft and Liquid Telecom both backing the offer and targeting Kenya to extend their presence in East Africa, Liquid Telecom turned to Digital Kungfu for assistance.

Solution: A sales-ready pipeline generator

Enter the Lightning Strike, Digital Kungfu's rapid sales-ready pipeline generator that produces marketing collateral designed specifically to engage the right target audience and then captures and vets leads to ensure only sales-qualified leads are delivered to clients, radically increasing the chances of closing deals quickly and effectively.

Digital Kungfu works exclusively with technology businesses, which makes the team fast and agile. In the technology space, speed is critical. Brands need to communicate with their audiences quickly and effectively, which is why Digital Kungfu follows an agile methodology.

The team was able to get Liquid Telecom's campaign up and running within 24 hours, and then it's digital experts monitored and optimised the campaign in real-time, allocating budget only to the collateral that performed best and reached the right target audience.

The Results

The Liquid Telecom Virtual Workplace campaign for Kenya performed the initial target set, which is even more impressive given the extremely quick turnaround time required by both Liquid Telecom and Microsoft.

The campaign needed to achieve **25 Sales Qualified Leads**. The creative assets created by Digital Kungfu's production team generated **286 Market Qualified Leads**.

Digital Kungfu's Lead Vetting team delivered **69 SQLs**, more than doubling the target of **25 sales-ready leads**.



Don't take our word for it

"Digital Kungfu's team always delivers on their promises. We've found that any campaigns we run through them always outperform expectations and deliver the sales-qualified leads that we are looking for. This is critical to our ability to close deals and meet our revenue targets."

Claudia Ferro
Group Cloud Product Marketing Manager, Liquid Telecom

