

Name of category: Integrated Campaign

Title of work (for campaigns): Growth through online and social media: Oktra with Holistic

PR Agency name or in-house department or both if the submission is a joint entry: Holistic and Oktra

People: Sophie Eastwood, Kim Taylor, Nicola Hanser, Hannah Warren, Judith MacLennan, Genevieve Palmer

Company name (client, trade organisation, government department etc.): Holistic

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Budget

Support from Holistic: annual budget £63,330 (not for publication)

Objective/brief from client

Oktra is a design and build contractor in London with a vision to be best in class. Oktra and Holistic have been working on a fully integrated social media campaign as part of its sales and marketing activity. This entry shows the aims and results of our work from April 2015 - April 2016.

Objectives:

- Increase volume of qualified leads to support the business in achieving 12% year on year revenue growth
- Initiate conversations with potential clients early in their decision making process (target 10% of qualified leads yet to appoint a commercial agent who have not had dialogue with competitor)
- Build relevant and credible dialogue with potential customers in a 'non direct sales' manner (80% of first interactions to be with blog/expertise/thought leadership content not products/services)
- Increase the volume of site visits via unpaid media channels (Social & SEO – increase by 900%)
- Develop a social interaction CRM programme (initial outreach via LinkedIn, social platforms including advertising, segmentation via lease stage and industry sector)
- Raise profile through additional PR activity (press and awards)

Target audiences included:

- Existing clients
- Prospects: CEOs/Chairmen; Managing/Finance Directors; Real Estate/FM Directors; HR Directors
- Influencers, particularly agents

Strategy

The key to the strategy was impressing target audiences, positioning Oktra as the go-to people for fit-out as early in the process as possible. This meant being visible and developing a strong reputation for quality.

We focused on:

- Positioning Oktra as experts – guiding, advising, supporting
- Leading/forming opinion – being thought leaders
- Being helpful - a valuable resource for clients and prospects going through the fit-out process
- Showcasing work to show the quality of what Oktra do

The content disseminated was high quality and carefully tailored for Oktra to secure the level of engagement sought. We invested time learning what was topical and developing an Oktra view. Sources include;

- Oktra's clients
- Oktra's experts
- Key industry/sector events, which also allowed us to engage with attendees
- Oktra events/seminars
- Research undertaken by organisations and associations
- Media articles by journalists and bloggers writing about workplace

A week-by-week plan for the year set out all activity: blog posts, events, conferences, awards, PR activity, marketing campaigns and advertising. Activity was carefully timed in line with marketing initiatives or key industry milestones such as conferences and new research. Oktra and Holistic worked closely to deliver the plan.

Oktra's marketing team was responsible for:

- Online Marketing
- Intelligence & analytics
- Advertising
- Direct Marketing
- Search Marketing
- Brand development
- Events & Seminars
- B2B with Lead Generation as the focus
- GP Target

Holistic's role included:

- Managing the plan
- Monitoring the market for themes
- Generating ideas for all content
- Writing content
- Pushing out content: LinkedIn, social and traditional media
- Attending events, posting on social media as Oktra at these events, writing round-ups
- Sharing workplace sector research including competitors, showing commitment to best practice
- Preparing awards submissions, promoting the results
- Securing articles
- Securing speaking opportunities
- Supporting with marketing material creation – copy writing

Measurement/evaluation

We have worked hard to ensure a consistent flow of content, which is informed by monitoring feedback and popularity, so we're sure it's the right and most interesting content for our target audiences.

We measured regularly:

- Website trends – visitors and popularity of content
- LinkedIn trends – and engagement
- Twitter – followers and engagement
- Media coverage – reach
- Events – speaking slots or engagement as attendees
- Word of mouth – feedback from the sales teams
- Number of qualified leads or sales via social media activity

Method deployed - outcome

The success of the campaign was monitored through evaluation of figures against objectives:

Increase the volume of qualified leads:

- 1,200 leads have been generated in a non-direct sales manner, achieving £700,000 of gross profit

Increase the volume of site visits via unpaid media channels:

- New website visitors: 55,803 compared to previous year 28,955 – 90% increase
- Website blogs: 22,500 views compared to previous year 10,574 – 103% increase
- Top 2 positions for over 10 key search terms
- Top 10 positions 200+ search terms

Develop a social interaction CRM programme:

- 446 tweets, 749 new followers – 49% increase
- 215 LinkedIn posts, 986 new followers – 156% increase
- 155 Google+ posts
- 49 Pinterest pins, 23,371 impressions, 95 website visits generated
- 151 Tumblr posts
- 207 Instagram posts

Raise profile through additional PR activity:

- 11 award submissions
- 8 award short-listings
- 3 articles published - 86,463 circulation
- 3 projects promoted
- 20 blogs
- 2 sponsored blogs
- 8 mini PR campaigns around conferences including BCO, ThinkFM, 100% Design

The campaign has positioned Oktra as experts in fit-out across many sectors. It has helped the business initiate conversations with potential clients earlier in their decision making process and have a credible dialogue in a 'non direct sales' manner.

"This campaign is so successful because we get the content and dissemination right. We're engaging our audiences regularly, but with information they are seeking or advice that can benefit them. As a result, our profile has risen, clients and prospects have engaged with us and we have secured work as a result." Hannah Warren, former Marketing Director, Oktra

Relation to objectives and cost-effectiveness

The results demonstrate an effective campaign that successfully meets the objectives within the given budget and an overall return on investment of 1005%.

Creativity/originality


Ideas generation was at the heart of the content strategy to ensure what we disseminated was interesting and relevant. Holistic regularly brainstormed topics to keep content fresh.

Other ideas also fed into the campaign. For example, we liaised with Central St Martins University on a project for the design and architecture students to explore the entry point into an office given the demise of traditional reception areas. The next generation of designers will look at the future of these areas in workplaces and come up with design ideas. We aim to start later this year. It will give us great visual content.

Indication of outside contractors where used

None

Integrated campaign: results



444 (800) 553 9500


Work Hard, Look Great

Offer features with a space, staff need to feel it attractive and comfortable to work with, and visitors need all of this as well as it being healthy and safe as well as being fun.

by Nic Pryke 06.10.2015

Highlights from London Design Festival 2015


A round up of a few of our favourite features and exhibitors from this year's London Design Festival.




by Shaun Baker 21.04.2015

The Healthy Workplace

We recently visited the Workplace Trends conference, which explored the theme of the healthy workplace. Check out our blog to see what effect this is having on the workplace.






OFFICE ENVIRONMENT

Agile working – all a law firm needs to know


Done right, agile working can improve productivity, reduce costs and improve client relationships. Done wrong, it can be a disaster.

Oktra Research shows that wellbeing at work is improved when employees work in healthy environments. <http://bit.ly/150aQ2> #WellbeingAtWorkCity

Healthy office environments can boost wellbeing at work. Research shows wellbeing at work is improved when workplaces accommodate family and home life, as well as entertainment and fitness activities.





All work and no play!




Oktra @oktra

Is your office dangerous for your health? Read our blog on wellbeing in the workplace. oktra.co.uk/blog/workplace...

Cool Office Breakout Spaces



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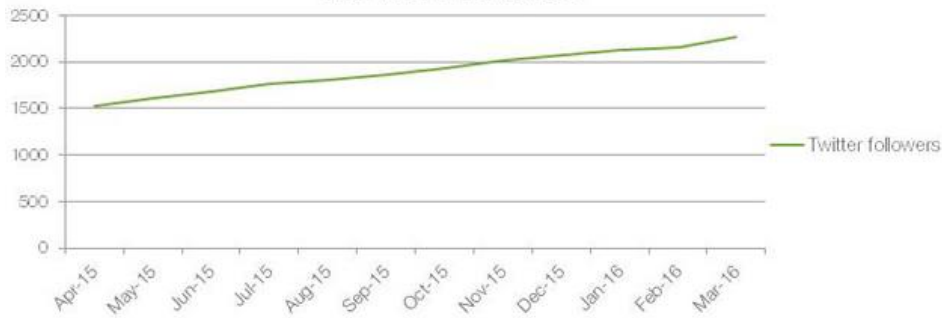
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IBP Communication and PR Awards Integrated Campaign

www.holisticgroup.co.uk

Integrated campaign: results

Twitter followers



Type

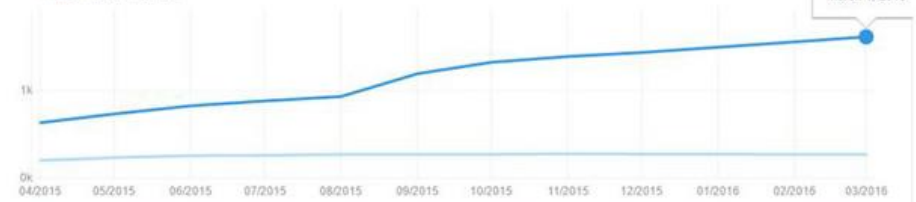
LinkedIn followers

1,907 Total
1,640 Organic
267 Acquired

Date Range: Last 12 months


Follower trends

+1,055 12-month change





A word from the client



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Hannah Warren
Marketing Director, Oktra