



# TelCo

DRIVING INBOUND LEADS THROUGH  
INTELLIGENT, CUSTOMER-CENTRIC  
CONTENT STRATEGY

## CHALLENGE:

An international TelCo focused on providing hardware and software that enables IP Communications for voice, data and video applications, realized that in order to stay competitive in the ever-growing commodity space, it had to realign marketing and sales efforts.

The company had recently changed marketing management and was looking to bring new products to market, and monetize a recent acquisition. Prior to MESH, TelCo had engaged a large Boston-based content marketing firm. Unfortunately, the content created by this firm was short, generic and wasn't helping them achieve their lead generation goals.

TelCo was using Pardot and the sales lead grading tools were so out of date they were unusable. The marketing campaigns were no longer aligned with strategy, there was no true lead generation or nurturing process.

Lastly, TelCo was on the cusp of launching a new cloud-based SaaS solution and needed a brand, content marketing strategy, and sales enablement tools.

## APPROACH:

MESH was initially engaged to audit and analyze TelCo's existing digital marketing program, marketing automation and lead generation process. Within 4 weeks MESH identified a number of opportunities where TelCo's marketing team could better support internal sales and distributors with qualified lead generation programs. Based on MESH's proven Agile Content Marketing Methodology, MESH was engaged to develop a new [content marketing strategy](#).

After extensive market research and analysis of the TelCo's competitive landscape, MESH was able to help identify key influencers and buyers. Working directly with TelCo's marketing and product development teams, MESH conducted a two day on-site strategic marketing session focusing on:

- New product launch strategy (for both North America and
- International markets)
- Product naming
- Audience/persona identification and development
- Buyer journey mapping;
- Competitive analysis
- Content marketing strategy
- Product marketing strategy
- Lead generation and sales enablement

One key insight MESH provided during the process was that TelCo, through its acquisitions, was now competing with itself on a number of levels. This caused market confusion, a decrease in inbound leads, and a broken reseller/distributor marketing and sales process.

## SOLUTION:

As part of a larger strategic marketing program and monthly ongoing engagement, MESH helped TelCo map its products to market by identifying overlap, competitive situations, and white space opportunities. MESH was then able to create long-form content marketing and product launch strategies that were targeted to specific audience personas. We worked closely with TelCo's Director of Marketing to provide strategic guidance and support, and managed tactical execution of the overall digital marketing campaign.

Key areas we managed and implemented include:

- Market research
- Competitor analysis
- Persona development
- Buyers' journey
- Messaging
- Pardot marketing automation
- Remarketing
- Long-form content creation
- Ghost writing for blog
- White papers
- Case studies
- Lead nurturing campaigns
- Marketing landing pages
- Website reboot strategy
- Product microsite strategy
- Social media management
- Infographic creation
- Sales enablement tools
- Branding
- Core creative
- Video creation

## RESULTS:

MESH was able to help TelCo take what was perceived as a commodity product and reposition them as a thought leader in both the cloud and unified communications spaces. Through the creation of long-form, high quality interactive content in the form of white papers, case studies, video and blogs, we were able to drive traffic, social media engagement, organic search visibility, and re-start their digital lead generation program. In fact, MESH's activity resulted in TelCo netting one of their largest leads in years.

Additionally, partners, distributors and resellers had a clearer understanding of TelCo's new product mix and value proposition, making it easier for them to move from product selling to a new solution selling model. All of this was due to MESH's agile customer-centric approach leveraging dynamic persona development and buyer's journey mapping.