

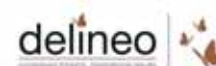


Servo & Delineo

An introduction

About us

- Established 30 years
 - 37 people
 - 2 locations
- One of the largest in the region
 - Crains: 8th largest agency in the region
 - Business Link: in the top 8% of agencies in the North West based on headcount and revenue
 - NHS: top 10 social marketing agency for strategy and implementation
- Roster agency for many public & private sector organisations



Roster clients

Lead agency	Support creative	Associate agency	Project agency
			Plus 50 others

The full team

Delineo, Manchester				Delineo, Bolton				
Client Services & Campaign Management	Interactive/Digital Media & Social Media	Creative Services Concepts & Strategy	Planning & Buying	Content	Corporate Communications	Client Services & Campaign Management	Interactive/Digital Media & Social Marketing	Creative Services Concepts & Strategy
Heidi Farrant Team Leader/Client Account Manager	Mark Wilson Executive Team Leader	Leigh Sheridan Creative Director	Mark Wilson Group Managing Director	Simon Carter Commercial Director	David Southworth Non Executive	James Pattinson Senior Account Manager	Jason Pitts Interactive Accounts Director	Simon Clark Head of Creative Services
Laura Jackson Team Leader/Client Account Manager	David Price Director of Social Media	David Rubin Lead Creative	Bill Fanning Account Director	Julie Ingham Project Director	Phil Mitchell Non Executive	Karen Flaherty Senior Account Manager	Mike Brown Senior Interactive Designer	Mike Holly Creative Director
Julie Rowland Senior Relationship Manager	Tony Southworth Senior Interactive Designer	Anthony Dean Art Director	James Rowlands Account Director			Delia Green Account Manager		Mark Gregory Designer
Lynette Reddy Account Manager	Mark Scuttell Technical Director	Carl Viner Senior Graphic Designer	Ella Worthington Marketing & Planning Manager			Christine Ashworth Finance Assistant		Mark Hesty Designer/Photographer
James Hall Account Executive	Neil Whigham Interactive Designer	Elizabeth Berry Senior Graphic Designer						David Esterline Designer
Stephie Bennett Account Executive	Mark Hoyle Web Developer							
Catherine Walker Copywriter & Account Manager								



Philosophy

Considerists
Insight
Strategy
Implementation
Measurement



Inspirationalists
Engagement
Concepts
Creative

Best Blend Results



Working with Servo

A potted 12 month history

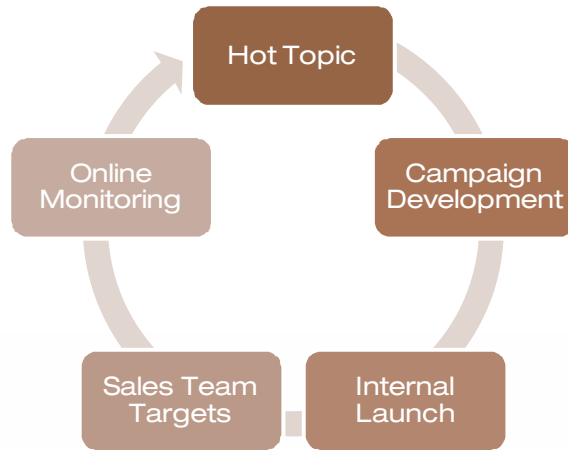
The parts

- Servo marketing strategy – a pitch
- Managed Services client cross-sell campaign
- Managed Services client acquisition campaign
- Managed Hosting client cross-sell campaign
- Education client acquisition campaign
- Kcomm communication programme

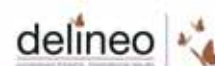


Servo Marketing Strategy

The marketing process



Campaign examples



Campaign examples



Campaign examples



Campaign examples



Campaign examples





Managed Services Cross Sell Campaign

Launch DM & EDM

The image displays two versions of a direct mail and email distribution campaign for Servo. On the left is a printed direct mail piece with the Servo logo at the top. The main text reads: "Your feedback is important to us and there's something in it for you too." Below this, there is a paragraph of smaller text and a signature. On the right is a screenshot of an EDM software interface. It shows a preview of the same direct mail piece, but with a large orange callout box on the right side that says "AS A THANK YOU, YOUR CONTRACT WILL BE UPGRADED FREE OF CHARGE". The interface also shows a star rating and other campaign details.



Rating site



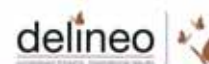
[Development site>](#)



Workflow

	1 or 2 star	3 or 4 star	No response
Client click through	Recorded on DB where known	Recorded on DB where known	Non-response list produced for sales & marketing follow-up.
Client rating	Emailed to client service team then account manager for retention follow-up	Emailed to marketing then account manager for upsell/cross sell follow-up	Additional emails, follow-up calls & meeting mentions
Client optional questions			
Client download	As above	As above	As above

All outcomes recorded on database



Phase 2 – DM & EDM

Servo

Direct Mail Content:
 Name:
 Address:
 City:
 State:
 Zip:
 Phone:
 Fax:

Dear Sir/Madam,

What's the business case for increased printing in your business?

Increasing an office's top-down printing can result in more expensive equipment, more maintenance, more downtime, more paper and toner, and more waste. It can also result in more time spent on IT support, more time spent on security, and more time spent on compliance. All of these factors can result in a significant increase in your business's operating costs.

What's the business case for increased printing in your business?

Increasing an office's top-down printing can result in more expensive equipment, more maintenance, more downtime, more paper and toner, and more waste. It can also result in more time spent on IT support, more time spent on security, and more time spent on compliance. All of these factors can result in a significant increase in your business's operating costs.

FREE BOOK – WORTH £49.95

Get it now!

www.servo.co.uk/phase2

Get rid of nuisance in the IT department

Servo

"Where are the flaming toner cartridges?"

Get rid of nuisance in the IT department

delineo

Phase 3 – DM & EDM

Servo

Direct Mail Content:
 Name:
 Address:
 City:
 State:
 Zip:
 Phone:
 Fax:

Dear Sir/Madam,

What's the business case for understanding strategies in your business?

Increasing an office's top-down printing can result in more expensive equipment, more maintenance, more downtime, more paper and toner, and more waste. It can also result in more time spent on IT support, more time spent on security, and more time spent on compliance. All of these factors can result in a significant increase in your business's operating costs.

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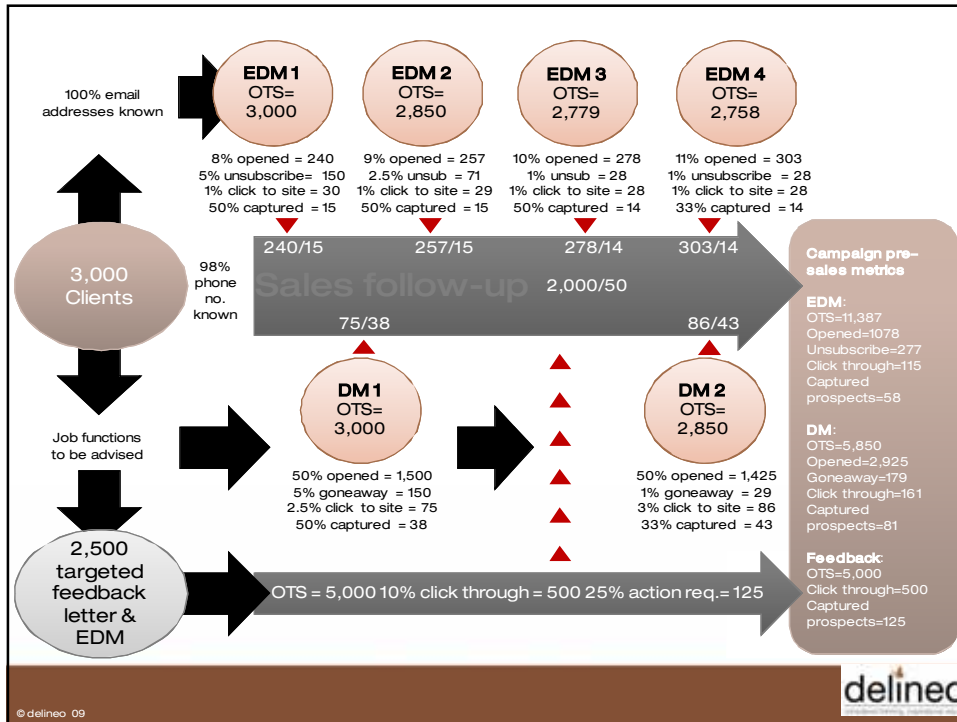
"It's about as useful as a chocolate teapot"

Servo

"Tell the IT department the village wants their idiot back."

Get rid of nuisance in the IT department

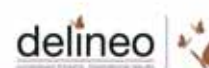
delineo



Actual results

Feedback	OTS	Opened	Click through	Captured	Other
Forecast	8850	1997	134	68	
Actual	3859	437 plus DM	144	144	313 visits
Factor	44%		107%	211%	

Plus:
 71 clients had not reviewed one or both of the key issue
 58 clients downloaded an executive guide
 35 dissatisfied clients identified



Next steps

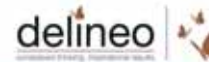
- See recommendation report
 - Communicate results internally (see campaign summary)
 - Sales team follow-up non-responders
 - Sales team to follow-up interactions
 - Total universe (proven to be responsive) to be targeted with Phase 2 & 3 to create ongoing dialogue



Managed Services Client Acquisition Campaign

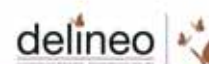
PPC

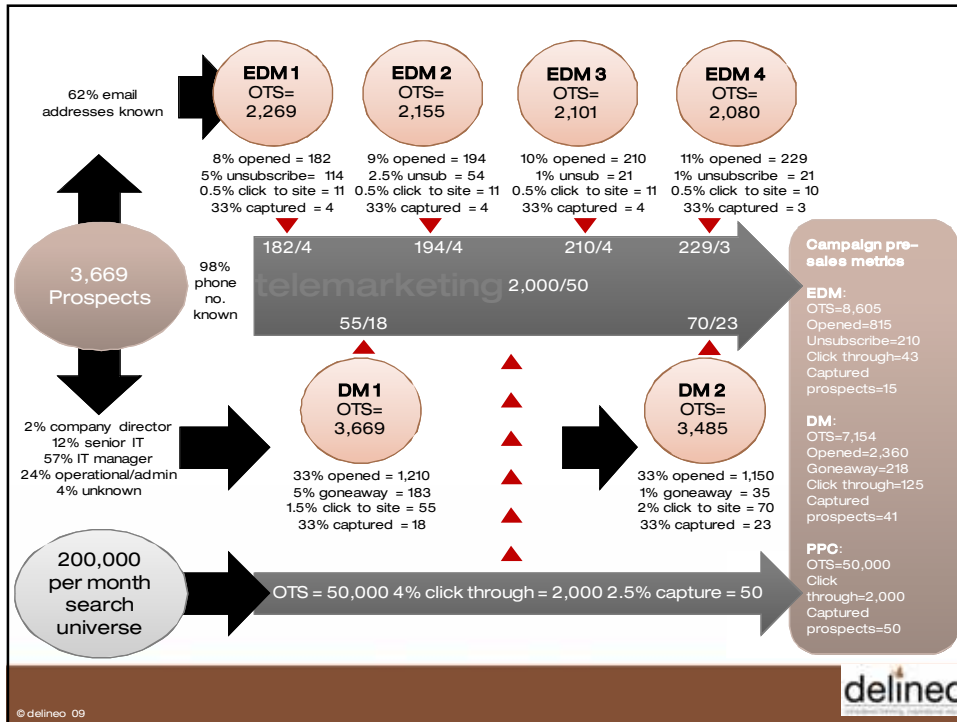
<input type="checkbox"/>	Ad	Campaign	Ad group	Status [?]	% Served	Clicks	Impr.	CTR [?]	Avg. CPC [?]	Cost	Avg. Pos.
<input type="checkbox"/>	IT support contract Compare your IT supplier using our free online tool www.puttthetest.net	Servo Managed Services	Service level based (putttest URL)	Campaign paused	83.72%	213	32,078	0.66%	UK£2.96	UK£629.54	6.1
<input type="checkbox"/>	How does your IT compare? Check your supplier on price service & support for free www.puttthetest.net	Servo Managed Services	Service level based (putttest URL)	Campaign paused	9.64%	16	3,695	0.43%	UK£2.56	UK£41.02	6.4
<input type="checkbox"/>	IT support contract Try before you buy with the UK's no.1 corporate reseller www.servo.co.uk	Servo Managed Services	Service level based (Servo URL)	Campaign paused	0.95%	4	364	1.10%	UK£1.67	UK£6.69	5
<input type="checkbox"/>	Is your IT good value? Use our free online tool to compare your IT contract www.puttthetest.net	Servo Managed Services	Service level based (putttest URL)	Campaign paused	3.92%	4	1,503	0.27%	UK£2.63	UK£10.51	7.1
<input type="checkbox"/>	IT support contract Unbeatable price, support & service from the UK's no.1 www.servo.co.uk	Servo Managed Services	Service level based (Servo URL)	Campaign paused	0.89%	3	340	0.88%	UK£1.58	UK£4.74	4.6
<input type="checkbox"/>	IT support contract See how we compare on price, service & support to your supplier www.servo.co.uk	Servo Managed Services	Service level based (Servo URL)	Campaign paused	0.88%	3	336	0.89%	UK£1.42	UK£4.27	5.1
Total - Search [?]						243	38,316	0.63%	UK£2.87	UK£698.77	6.2



Phase 2 & 3

- Choice of options
 - Managed print or managed desktop, as existing clients campaign
 - Rating site results summary, driving prospects to customer comments and rating results
 - Will be mixed media as stage 1
 - DM
 - eDM
 - PPC
 - Online





Actual results

Feedback	OTS	Opened	Click through	Captured	Other
Forecast	58093	3586	2077	76	
Actual	48293*	654 plus DM	210	34	360 website visits
Factor	83%		10%	45%	

Plus:
 DM/EDM restricted rather than open access reduced capture rates
 Good recall of DM through telemarketing follow-up
 Circa 70 visits from DM
 Only 12% of PPC budget used
 Telemarketing identified inertia & low-level target contacts



Next steps

- See recommendation report
 - This is a numbers game
 - Source additional databases
 - Including more strategic, less operational contacts
 - Cost effective channel but data capture needs improving
 - Servo proposition needs strengthening
 - Cost per seat
 - Managed print
 - Freeworld
 - Follow-up capability required



Managed Hosting Cross Sell Campaign

The brand



Brand positioning

The IT industry keeps talking about the endless benefits of hosting computer facilities outside your organisation. Even the facts and figures from respected industry analysts such as Gartner, Forrester and IDC point to hosting as the platform choice for business. But is it right for your business?

In **freeworld**, Servo has one of the most sophisticated, well established and resilient hosting environments of its kind; with a client base to match. But we also support over 3,000 traditional IT environments across the length and breadth of the country. This means we we're not biased in favour of either approach – just committed to providing the best advice for each individual client situation.

In our work to date, we've taken a careful look at over 60 Servo clients that have migrated to the **freeworld** service; establishing 40 primary issues in 7 categories that are evident in organisations that benefit from hosting. These issues provide an initial indication, drawn from the real world, as to the appropriateness of hosting to your organisation.

Take a few minutes to consider the facts and you'll confirm whether hosting is something for your inbox, pending file or waste paper bin.

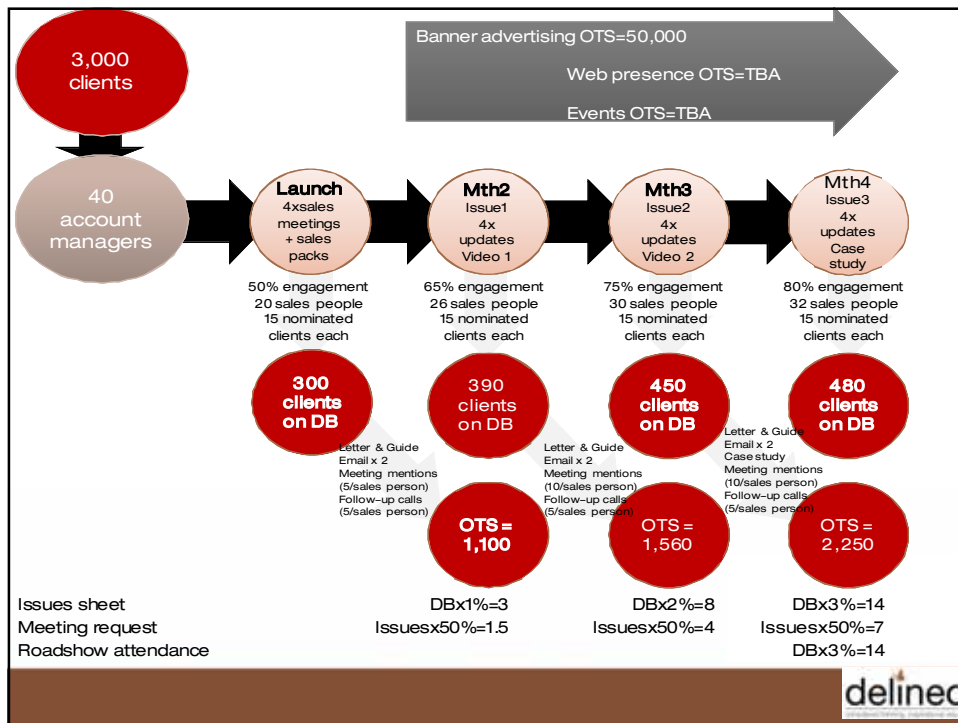


Launch DM & EDM



Sales support materials





Actual results

Feedback	OTS	Interaction	Issues sheet	Meeting	Event
Forecast	1,100		3	1.5	0
Actual	1,267	21% opened 15% clickthro	Unknown	Unknown	Unknown
Factor	115%		10%	45%	

Webstats:

Videos popular within the pages (virtually all view Exec Summary, 70% the brand video)
60% download pocket guide, 70% the issues sheet, a few the executive guide
3-4 times more visitors to pages when outbound activity is live

Next steps

- See recommendation report
 - Source batch 2 of names
 - Follow-up action plan meeting with sales
 - Implement shared spreadsheet
 - Webstats analysis & tracking
 - Commission phase 2 of campaign



**Education
Client Acquisition**

Strategy overview

The collage features several documents and logos. On the left, there's a document titled 'Strategy overview' with a table of contents. In the center, there's a document titled 'About The Kilburn Group' with a blue header. To the right, there's a document titled 'Servo / education marketing programme' with a green header. Below these documents are several logos for 'The Kilburn Group' and 'delineo'. The 'delineo' logo is accompanied by the tagline 'Education. Energy. Innovation. Inspire.' and a small graphic of three butterflies.



Kcom Comms Programme

Recommended programme

Despatch date	Item	Contents	Notes
29 January 10	Introductory mail pack HTML Email	Personalised covering letter with integrated business cards Pocket guide to Servo comms capabilities booklet Services framework booklet	Slightly amended versions for largest clients. Directs contacts to FAQ resource on the web. Provide business cards of Colin, Stuart & Tony
19 February 10	Follow-up mail pack HTML email	Personalised covering letter Pocket guide to Servo booklet Double-sided mini mousemat	Provides desk-based services framework summary and contact details for the team
12 March 10	Feedback request & case study mail pack HTML email	Personalised covering letter Servo customer case study booklet	Directs contacts to amended version of the 'Rate Servo' online application. Can just take the form of an HTML email if the previous 2 show a high % open rate
26 March 10	Freeworld intro mail pack HTML email	Personalised covering letter Pocket guide to Freeworld	Directs contacts to Freeworld online resources. Can just take the form of an HTML email (see above)
Supporting resources	FAQ	Frequently asked questions - content required from Servo	Hosted online - contacts to have the ability to post a question & Servo to post a response
	Feedback Dedicated web pages	Online feedback mechanism All content from comms programme	Adapted from Rate Servo Will need full Google Analytics for tracking

Sample materials





Next Steps