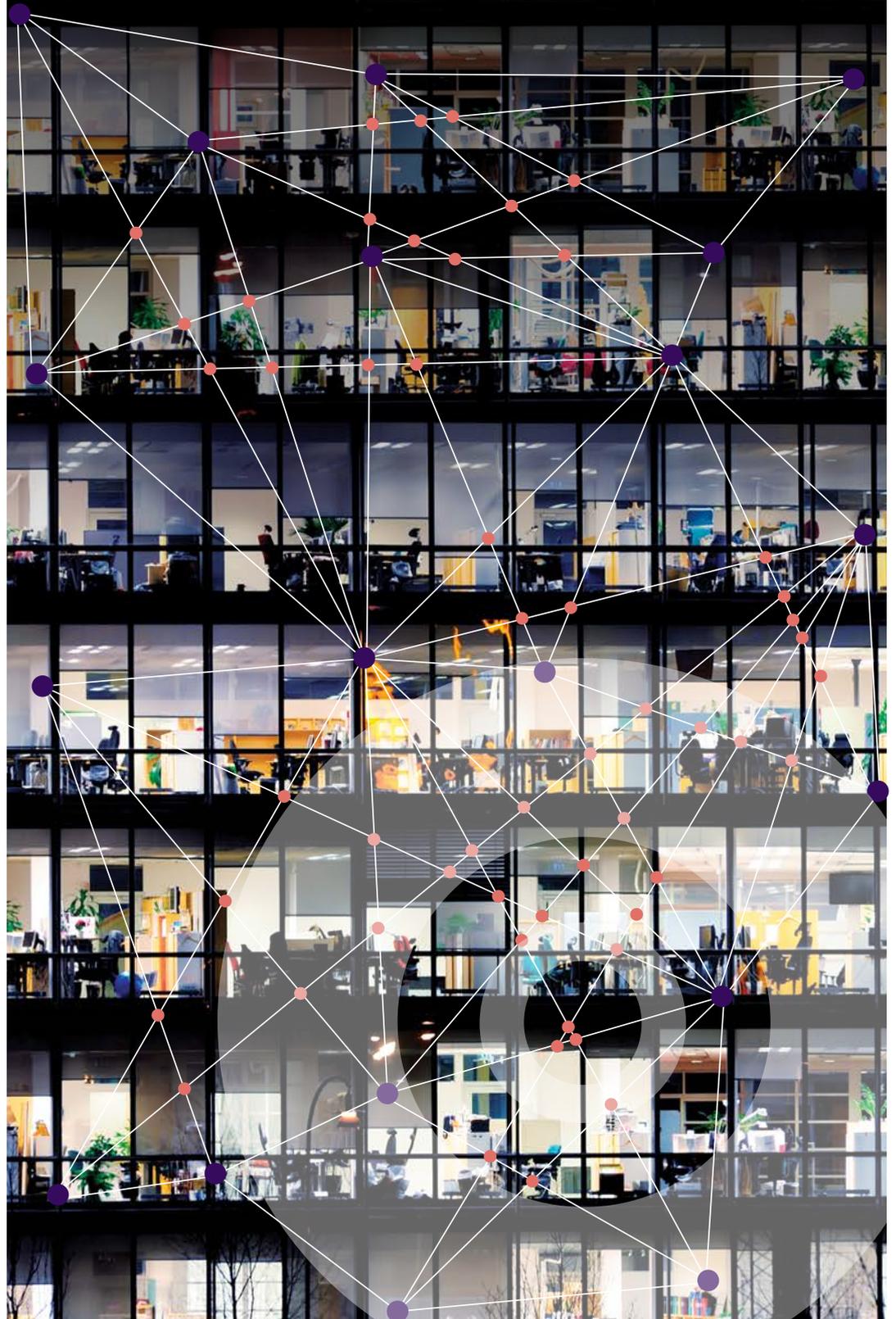




CASE STUDY

#becrypt.com

Unlocking new growth opportunities in the commercial sector for Becrypt



Becrypt needed a campaign that would raise its profile, grab interest, and highlight the value of Becrypt's highly secure solutions



Commercial brochure



Vertical specific one-pagers



Direct mailer



Briefing paper



Key points:

- Becrypt wanted to drive sales of their data protection products into UK-based enterprises and SMEs focusing on the commercial sector.
- We worked with Becrypt to develop a campaign strategy and produced a fully integrated campaign including assets to engage channel partners.
- The campaign has had a highly positive reaction from the channel with increased levels of engagement from partners. New opportunities have been generated from the campaign and pipeline is continuing to build.

The client

Becrypt has a long heritage of providing Enterprise Data Protection solutions and Engineering Services to the most security conscious organisations. Becrypt is one of the leading providers of highly secure solutions to the UK public sector with a strong reputation in sectors such as central government, the MOD, Police and NHS.

A core part of Becrypt's offering is its Data Protection suite of products, including full disk encryption, which enable organisations to protect the data stored on laptops, tablets and other portable media from loss or theft.

The challenge

Although Becrypt had a strong presence in the UK public sector, they had limited penetration in the commercial sector and saw this as a significant growth opportunity.

However, Becrypt faced a number of significant challenges driving sales of their data protection products into UK-based enterprises and SMEs. These included the lack of any brand awareness in the UK commercial market, and limited engagement with channel partners that focus on this space. Another challenge was that the disk encryption market has become increasingly crowded in recent years, with free products taking an increasing share of the market.

Becrypt needed a campaign that would raise the profile of Becrypt within its target audience, grab their interest, and highlight the value of Becrypt's highly secure solutions over free products.

The campaign was split into three phases:

- 1) Strategy and approach
- 2) Integrated campaign
- 3) Channel enablement



Briefing deck



Sales deck



Email campaign

Campaign approach

The campaign was split into three phases:

1) Strategy and approach

We initially worked with Bcrypt to develop a campaign strategy based on an analysis of the available market opportunity and the competitive landscape. A lot of suppliers in a range of different categories are focused on the general issue of data protection at present, so to differentiate Bcrypt's message and enable us to cut through the general noise, it was agreed we should focus on the more targeted issue of Intellectual Property theft.

This enabled us to capture our target audiences' attention around a business issue that is highly relevant to them, rather than leading with a technology-based message. By targeting vertical sectors where protecting Intellectual Property is particularly critical, such as Legal, Oil & Gas and Pharmaceuticals, we also ensured we focused the campaign on organisations that would be most likely to value the additional levels of security and functionality that Bcrypt's products offer.

2) Integrated campaign

Once the campaign strategy was agreed, we produced a fully integrated campaign toolkit in order to attract interest, build engagement and ultimately generate pipeline. This campaign included deliverables such as a Direct Mail, Infographic, and Briefing Paper, plus digital assets such as campaign-specific landing pages and PPC.

To capture our target audience's attention around the risks of IP theft we created an impactful, personalised Direct Mail. This eye-catching DM looked like an actual newspaper with the article being about the company, including a quote from the person it was sent to, to ensure it stood out from other DM's.

To build engagement with our prospective customers, and position Bcrypt as experts in the field of protecting valuable IP and data, we also produced a Briefing Paper, 'Protecting your business from IP theft', which offered best practice guidance on the subject.

3) Channel enablement

We understood that channel partners would also be key to the success of this campaign, and therefore created a number of tools to ensure they were fully equipped to deliver the Protecting IP message, and sell Bcrypt's data protection suite. These included a campaign briefing guide, sales enablement materials and partner versions of assets such as emails, website content and social media assets.

We took full accountability for the end-to-end management of this campaign, including facilitating workshops with the client's team, working with their internal IT department and managing any third party suppliers.



Website landing page



Social media kit



Infographic

The outcome

The campaign has had a significant impact in a short space of time. The campaign has succeeded in raising awareness of Becrypt within the commercial segment, particularly within targeted sectors such as Legal and Manufacturing.

There has been a significant increase in traffic to the Becrypt website with a large number of downloads of the content assets created for the campaign. A sizeable new opportunity was generated within only a few days of the campaign launch and pipeline is building with a number of sales already closed.

The campaign has also enabled Becrypt to raise its profile within the reseller channel and has helped it develop a number of new channel relationships, including with Infigate, a major UK security distributor. The tools and the messaging created for the campaign have helped Becrypt accelerate the process of bringing new partners on board.

Client Testimonial:

“OneGTM provided excellent support with both the planning and the execution of the campaign. Their initial analysis was valuable in helping us define the right campaign strategy, and then they did a great job in building out the full campaign plan and creating a range of high-quality assets. It’s definitely helped us raise our profile in the commercial sector. The fact OneGTM were able to provide end-to-end support and project manage the delivery also made it much easier for us to manage.”

- Cath Hackett, VP Marketing and Partners, Becrypt

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