

HCL "CIO Straight Talk" Case Study



Building online communities
through thought leadership

"HCL's business success has always been premised on building customer relationships that go beyond mere contracts. The CIO Straight Talk community on LinkedIn is an excellent manifestation of this approach to the market - where customers are recognized as practitioner thought leaders whose experience based insights have tremendous community value. The robustness of LinkedIn as a B2B social media platform is aptly demonstrated through this highly engaged, rich content community."

Krishnan Chatterjee, Senior Vice President and
Global Head, Strategic Marketing, HCL Technologies

"This program, through this exclusive CIO community, has set high standards in terms of community engagement and has placed us right amongst the best-in-class in mindshare building and establishing a thought leadership brand in the digital space. Partnering with LinkedIn was key for making this program a success."

Apurva Chamaria, Head of Brand & Digital Marketing,
Strategic Marketing, HCL Technologies

Company Profile

HCL is a leading global Technology and IT Enterprise with annual revenues of US\$ 6.3 billion. The HCL Enterprise comprises two companies listed in India, HCL Technologies and HCL Infosystems.

Its range of offerings span R&D and Technology Services, Enterprise and Applications Consulting, Remote Infrastructure Management, BPO services, IT Hardware, Systems Integration and Distribution of Technology and Telecom products in India. The HCL team comprises 92,000 professionals of diverse nationalities, operating across 31 countries including 505 points of presence in India. HCL has global partnerships with several leading Fortune 1000 firms, including several IT and Technology majors.

Objectives:

To create a strong digital presence

Prior to associating with LinkedIn, CIO Straight Talk only had an offline presence in the form of an annual magazine which had a limited shelf life thus restricting its reach. The biggest challenge faced by HCL was to bolster the reach and have a continuous engagement plan through content on a credible professional platform.

To establish HCL's perception as a thought leader

HCL was committed to resolving CIO issues through dissemination of premium and high quality content.

They sought to build a content marketing engine to keep the conversation and engagement going within the target group through a sustainable model.

Engagement Metrics

- 8 high-profile CIO webinars with 900+ IT leaders as attendees
- Around 10% of community members participated in micromarketing activities like webinars, contributions to the magazine, etc.
- 700+ responses for crowd-sourced polls & surveys
- High engagement: 320+ comments; 422 discussions threads initiated
- 15 highly active HCL SMEs on the community

Growing Numbers

- Community Strength – Exclusive, invitation-only online club of 1210 IT leaders (as on 2nd September, 2013) mostly top prospects and G2000 companies
- Community strength 5 times more than the goal
- High Profile membership - Director level and above: 80%+; CXOs: 25%
- Participating Organizations – 70% from organizations with >10,000 + employees
- 110+ Fortune 500 companies
- Warm leads generated from the engagement activities



Solutions:

The entire program was structured into four steps –

- Attracting and recruiting the community members
- Engaging the members
- Optimizing the program
- Capturing and monitoring results

The solutions used were LinkedIn Custom group, partner messages, Join Group ads, Banners, Text Links, Custom group artifacts like video units, polls etc.

LinkedIn as a digital marketing solution:

LinkedIn has been an integral part of HCL’s overall digital marketing strategy. LinkedIn’s Marketing Solutions was the stepping stone towards establishing HCL’s commitment to establishing thought leadership through a captive community; where HCL brand advocates can be nurtured and groomed for significant business benefits going forward.

Offers excellent reach and credibility:

LinkedIn provides a perfect mix of reach and credibility required for B2B organizations to expand their horizons from a business and branding point of view.

Some of the benefits of engaging with LinkedIn Marketing Solutions:

- Professional credibility
- Seriousness
- Efficient Targeting
- LinkedIn Audience Recruitment tools
- Accountability
- Great Feedback mechanism

Deeper Engagement:

HCL effectively utilized custom group features like Manager’s choice, video unit, article banners, and text links. Discussion threads on various business-technology subjects including CIO leadership were successfully initiated in the community. CIO ST Interactive cracked a unique medium of community engagement with periodic CIO webinars on industry agnostic topics usually contemporary business technology topics.

The screenshot shows a LinkedIn group page for 'Straight Talk Interactive'. At the top, there is a banner with the text 'Join & Register for Straight Talk Interactive Webinar Series' and a link to 'Go back to Home Page'. Below the banner, there is a 'Join Straight Talk Interactive' button. The main content area includes a 'Featured Discussion' titled 'Preventing the Extinction of the CIO,' by Peter Dew, CIO, CEVA Logistics. There is also a 'Join Group' button and a note that '1210 members have joined this group.' The page is signed off by Paul Hemp, Editor, CIO Straight Talk 'For CIOs, From CIOs'.

Program Optimization through LinkedIn

Recruitment tools:

A mix of LinkedIn audience recruitment tools were employed to optimize the program and get the desired response on the marketing dollar spent. These metrics allowed right budget allocation to the right solutions.

The screenshot shows a LinkedIn group discussion page for 'CIO Straight Talk Interactive'. The group has 11 members. The main discussion is titled 'How Can CIOs Build C-Level Trust?' and was started by Gary Baker, Director of IT / CIO for the Society of Manufacturing... There are several replies and comments, including one from Oll Press about 'chronic conflict of innovation vs stability' and another from Ronald Blahnik about 'Certainly Innovation is a big opportunity'. There are also 'Most Popular Discussions' and 'Manager's Choice' sections visible on the right side of the page.

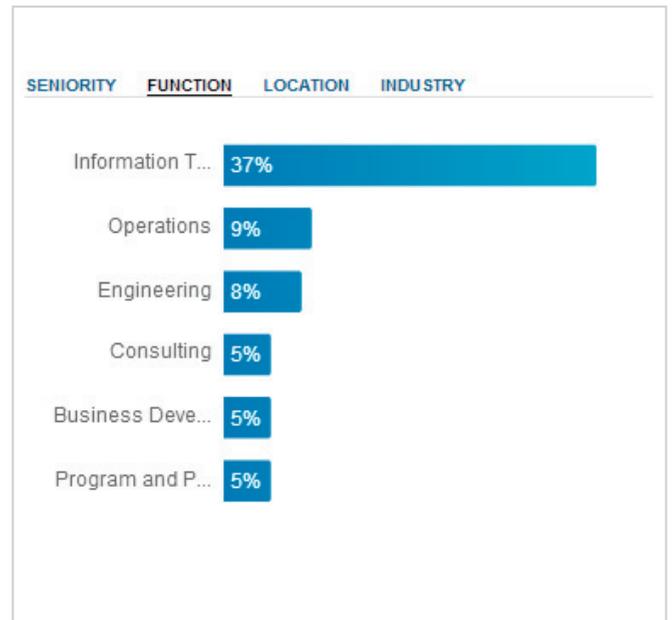
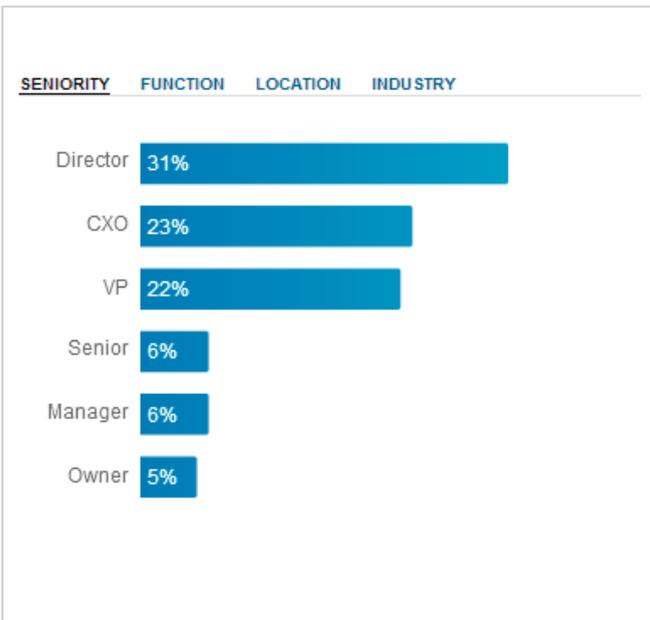
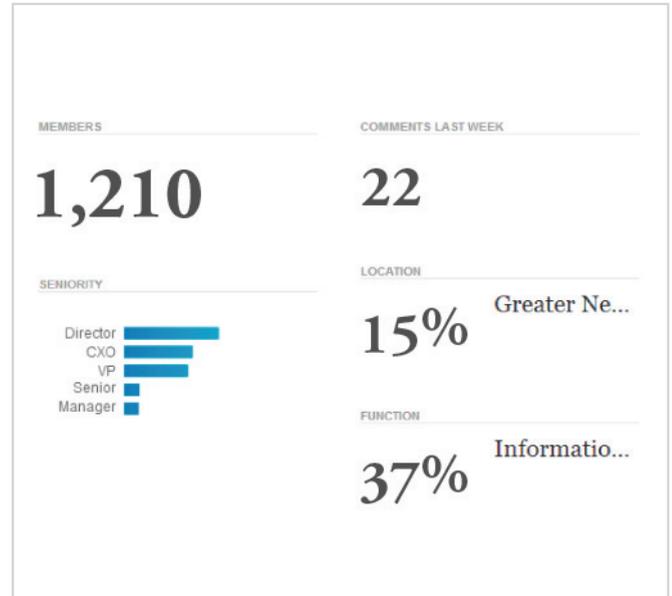
The screenshot shows a LinkedIn video advertisement for 'Straight Talk Interactive'. The ad features the HCL logo and the LinkedIn logo. The main video shows a man speaking, with a play button overlay. Below the video, there are names of speakers: Martin Leach, CIO, Michel Langlois, and David Harkness. The ad also mentions 'Second Advantage Vivek Ranadive, Chairman' and includes a 'Click to expand' button. The 'Straight Talk Interactive' logo is visible in the bottom right corner.

Results:

With the right targeting and right channels of promotion, the strength of the community reached 5 times of what was decided as a goal. With the attraction of the desired profile audience, the engagement picked up significantly with more than 10% of community members participating actively in various micromarketing initiatives like webinars, magazine on special topics big data and mobility to name a few. Warm lead generation was also was one of the positive outcomes of the engagement plan.

With these positive results, HCL plans to continue the engagement plans by establishing deeper relationships with the members and integrating their offline efforts with the custom group activities.

Visit CIO Straight Talk Interactive on LinkedIn at: <http://partner.linkedin.com/ciostraighttalk>



Visit marketing.linkedin.com to know more about LinkedIn Marketing Solutions or you can write to us at india-sales@linkedin.com

