

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

LinkedIn Groups

CIO Straight Talk Interactive

Featured Discussion: BIG DATA Is Current
Featured Topic



[View Group](#)

1210 members have joined this group.

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.

This screenshot shows a LinkedIn group page for 'Straight_Talk_Interactive'. It features a video player showing a speaker, a sidebar with member statistics, and a text box with a message from Peter Dew. Below the video, there's a text block about the evolution of the CIO role and a registration link.

Dear Farhan,
Straight Talk Interactive is a new community of senior IT professionals across industries. The idea is to foster cross-industry dialogue amongst them over issues pertaining to the evolution of the CIO role. One mode of engagement is a series of webinars.

Join Straight Talk Interactive

Our first webinar speaker on Jun 26 is Peter Dew, the global CIO of CEVA Logistics, an \$8.7bn global logistics company.

In 2001, not long after Peter Dew had stepped into the role of CIO at BOC, a business colleague warned him that the CIO role was likely to become "extinct." So Peter set out to save his job – and the position of CIO from "extinction." In the process, he picked up some interesting insights, including his five "do-wells" keys to a CIO's success. He also realized that CIOs were particularly well prepared to be a functional leader – anywhere in the business.

Join Peter Dew, Jun 26, 14:00 BST as he recounts his experiences and the lessons he has learned. To attend the webinar, [REGISTER NOW](#).

Sincerely, 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.

This screenshot shows the LinkedIn group page for 'CIO Straight Talk Interactive'. It displays a feed of discussions, a sidebar with a poll, and a 'Most Popular Discussions' section. A video player in the top right corner shows a presentation by Rob Hornby.

Nov 6, Webcast recording: "Making Mobility Work for You" by CIOs of AEGON & Qatar Airways

STRAIGHT interactive

CIO Straight Talk Interactive

Discussions Members Promotions Jobs Search Manage More...

Start Discussion Poll

Show all RSS discussions

Choose Your View

How can CIOs Build C-Level Trust? 4 days ago Gary Baker, Director of IT / CIO for the Society of Manufacturing...

How CIOs Can Build C-Level Trust During IT Transformation

Like Comment Flag More

Most Popular Discussions

Palmer Michael posted 1 day ago

Five lessons from a CIO Innovation workshop | ZDNet

Summary: A workshop for CIOs yielded a set of real world lessons for IT, lines of business, and senior executives who want to create a high-performing organization based on technology. "Complexity" defines the reality of IT...

Gill Press 8 hours ago - On the "chronic conflict of innovation vs stability"--maybe it's time for CIOs to embrace chaos. Maybe stability has been overrated and CIOs... See all 3 comments

Ronald E. Stahlhut 2 days ago - Certainly innovation is a big opportunity. Had Best Buy included this or held the outsourcing provider accountable for adding value, they... See all 0 comments

Palmer Michael posted 13 days ago - 5 votes

Complete flexibility and transparency

Cost optimisation

Fast and easy provisioning

Empowered service provider employees

Innovation is foremost priority

Vote

Ronald E. Stahlhut 2 days ago - Certainly innovation is a big opportunity. Had Best Buy included this or held the outsourcing provider accountable for adding value, they... See all 0 comments

Palmer Michael posted 2 days ago

Next-Generation Outsourcing

I hope you enjoyed the weekend (or are continuing to enjoy it if you are celebrating Presidents Day in the US). Thanks... See all 0 comments

Mishun Chatterjee 1 day ago - Mishun likes this.

What is most important for a successful IT Infrastructure outsourcing relationship?

posted 13 days ago - 5 votes

Complete flexibility and transparency

Cost optimisation

Fast and easy provisioning

Empowered service provider employees

Innovation is foremost priority

Vote

Ronald E. Stahlhut 2 days ago - Certainly innovation is a big opportunity. Had Best Buy included this or held the outsourcing provider accountable for adding value, they... See all 0 comments

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Mishun Chatterjee 1 day ago - Mishun likes this.

Latest Updates

Gill Press commented on Five lessons from a CIO Innovation workshop | ZDNet

On the "chronic conflict of innovation vs stability"--maybe it's time for CIOs to embrace chaos. Maybe stability has been overrated and CIOs... See all 0 comments

Hayden Hensley, Isibib 1 more commented on Five lessons from a CIO Innovation workshop | ZDNet

Five lessons from a CIO Innovation workshop | ZDNet

See all 0 comments

Gill Press liked this discussion by Hayden Hensley, Isibib 1 more commented on Five lessons from a CIO Innovation workshop | ZDNet

Five lessons from a CIO Innovation workshop | ZDNet

See all 0 comments

This screenshot shows the HCL Straight Talk Interactive website. It features a large video player with a play button, three smaller video thumbnails for speakers Martin Leach, Michel Langlois, and David Harkness, and a 'Click to expand' button. The HCL logo is in the top left, and the LinkedIn logo is in the top right.

HCL

STRAIGHT interactive

Martin Leach, CIO,

Michel Langlois,

David Harkness,

Click to expand

Second Advantage Vivek Ranadive, Chairman i

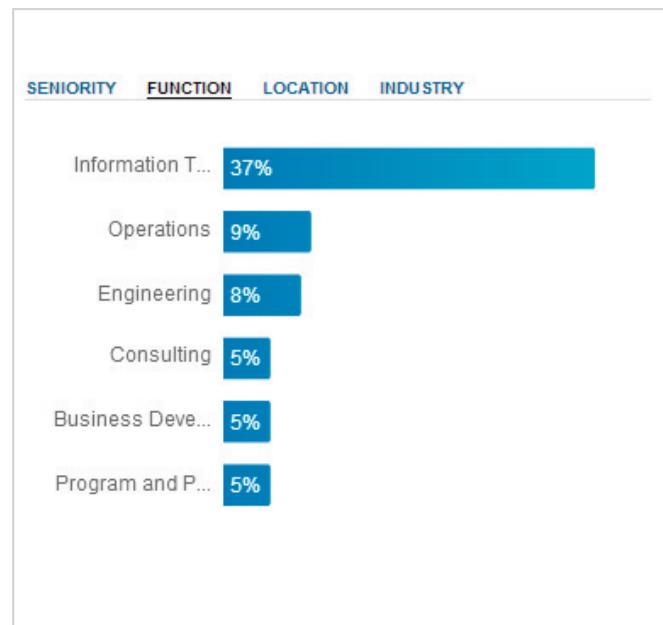
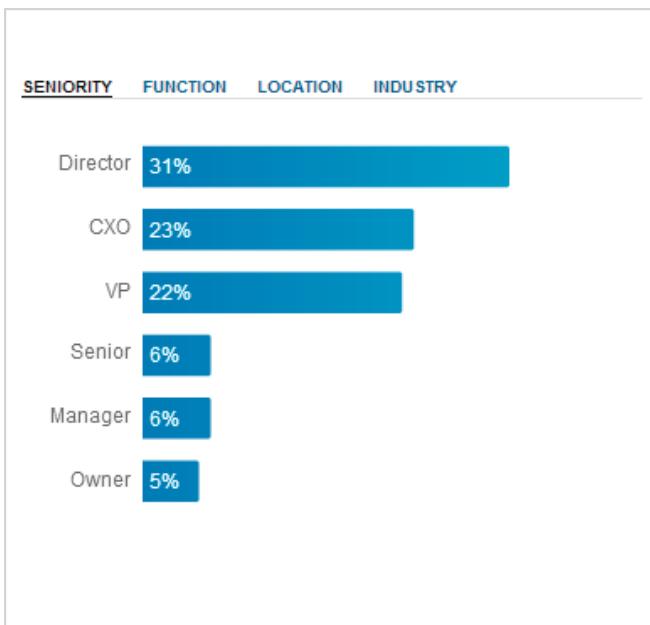
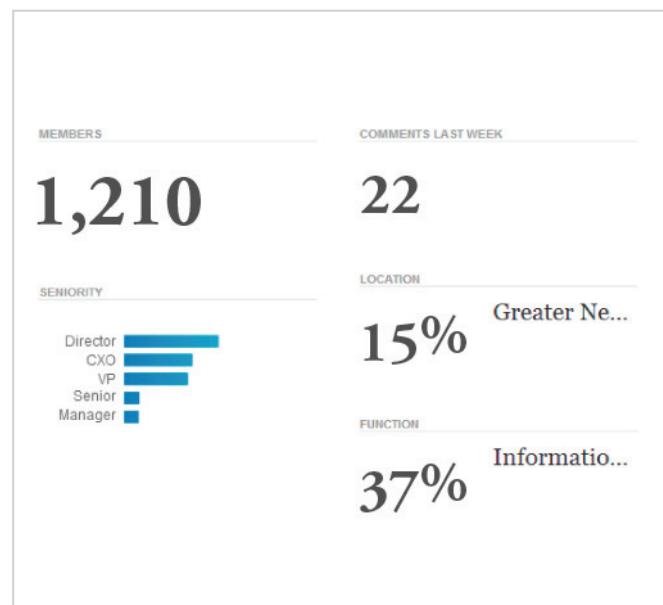
STRAIGHT interactive

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 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

