

A LONG-TERM PARTNERSHIP: HELPING A TRAVEL TECHNOLOGY COMPANY GROW ITS GLOBAL RECOGNITION

SUMMARY

A resonating value-proposition and long-term partnership, building the company's global profile to drive awareness and educate the market.

THE SITUATION

RAISING THE PROFILE AND GAINING TRACTION WITH THE RIGHT AUDIENCES

Despite success in its native country, this travel technology company wanted to grow in international markets and diversify its industry sectors. Its initial growth was organic, but was starting to stagnate without a clear marketing strategy and support in activating its plans. The company was struggling to communicate its offering and engage with the right organisational profiles and buyer decision makers.

Following an extensive Discovery project to assess its market positioning, value proposition and buyer persona framework, Haynes MarComs developed an engagement strategy to connect with its new target audience. Over a period of four years, the strategy culminated in market growth, industry recognition, and a defined sales funnel, as well as expansion into competitive new sectors - all while solidifying its position as one of the travel technology world's most innovative companies.

THE PROCESS

A MULTI-PRONGED APPROACH, EVOLVING ALONGSIDE THE CLIENT

Retained by the client following the initial Discovery consultation project, Haynes MarComs devised marketing strategies to address the initial brief of growing brand awareness within English-speaking markets, particularly the UK.

Haynes MarComs utilised a number of marketing activities to grow brand awareness and generate qualified business leads with particular attention to key buyer personas working in the travel, aviation, and - later - retail sectors. Activities and tactics employed included:

- **Case studies:** with little initial brand presence in English-speaking territories, Haynes MarComs created a series of case studies from the client's top customers, highlighting the benefits to their business and the variety of use cases where the client's solutions could be applied
- **Building a database of potential and existing customer contacts:** using a range of approaches to capture email contacts including sponsored media campaigns, webinars, partnerships, owned media with gated content, lead magnets from whitepapers, ebooks and insight reports, as well as website development.
- **Events calendar:** Haynes MarComs devised a robust events calendar to be activated across different territories and sectors, to connect directly with relevant buyer personas and organisational profiles. As well as recommending events for sponsorship such as Travolution and ITB, Haynes MarComs pitched senior spokespeople for speaking opportunities and recommended events where attendance on the floor would be of most value.



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- **Digital media:** Haynes MarComs created a podcast and webinar series alongside a digital meetings calendar for the client to engage with business leads and strengthen its positioning as an expert in travel technology and personalisation.
- **Award nominations:** reinforcing the client's position as a market leader, Haynes MarComs drafted a number of nominations, securing 7 shortlists and 4 wins in prestigious awards.
- **Content delivery:** Haynes MarComs crafted a thorough content strategy, drafting monthly deliverables including:
 - Emails existing database.
 - Email flow for new subscribers
 - Lead magnets for data capture online
 - Blog posts, highlighting internal messages as well as covering industry trends to resonate with buyers
 - Social media posts for the company's senior leadership, sales and customer support teams profiles. Supported by regular performance audits and updates
- **Public relations:** Haynes MarComs drafted and issued a number of thought leadership/opinion pieces, secured profile interviews for the client's senior leadership team, and issued a number of corporate announcements (such as new client wins, senior team appointments and corporate rebrand) securing media mentions and coverage in key industry publications.



THE IMPACT

SUCCESSFUL GROWTH IN BRAND RECOGNITION AND SALES FUNNEL

Across a multi-year campaign, as a result of Haynes MarComs' initiatives the client saw sustained growth across its key marketing channels, including:

- **Improve recruitment and talent retention:** unique users had average annual growth of 46.5%, with engagement rate doubled to 12.7%
- **Marketing database:** growth of 78.2% - including regular cleansing and strict adherence to GDPR and other EU-market privacy policies
- **Website:** driven by organic and paid for advertising campaigns, along with greater event presence, monthly unique users increased 202.3%
- **Press coverage:** doubled annual press coverage received, largely through placement of thought leadership pieces and interviews (minimal press releases/corporate news statements).



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THEY SAID

Haynes MarComs' review and development of the value proposition and go-to-market plan was impressive, leading to our continued cooperation. The team helped improve our sales funnel and grow our marketing channels, creating intelligent and engaging content for our buyer profiles.

Haynes MarComs were a real extension to our team as they are always aligned to the marketing objectives, actively propose new initiatives, and effectively drive our plans forward.

On top of that, with such a dynamic and agile business like ours, their ability to always be prepared to jump on new challenges and provide solutions that make the most out of the available resources is something we appreciate very much

- Director of Marketing, Travel Technology

WE SAID

Through building a long-term partnership, we were able to have an indepth understanding of the client's products and services which served us in the evolution of its messaging and broadening of its geographic and industry target audiences.

Crafting a wide portfolio across the marcoms spectrum, we were able to position the client as thought leaders within their field, heighten the market's understanding of their technology solutions, and improve engagement with potential and existing customers through social and email communications.



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