



LENOVO EMEA DRIVES REGIONAL MARKETING EFFICIENCY AT SCALE

Lenovo is one of the world's leading personal technology companies, producing innovative PCs and mobile internet devices with over 60,00 employees and \$45 billion in revenue. Now, #286 on fortune 500 list, Lenovo is the world's largest PC vendor.

CRMT's marketing center of excellence and King Content deliver European demand creation programmes at scale and drive efficiency for Lenovo EMEA.



KEY CHALLENGES

- Efficiency of marketing programme delivery at scale.
- Orchestration of omni-channel marketing campaigns.
- Control of large-scale demand creation.
- Localization and personalization of content for global audience.



HIGHLIGHTS

- Substantial increase in revenue contribution.
- 10 quarterly campaigns delivered in 12 languages.
- Pure omni-channel campaigning covering web, email & social.
- Delivery of effective digital marketing programmes at scale.
- Increased brand engagement through Think Progress innovation hub.
- Global nurture streams to engage customers throughout the buying cycle.
- End-to-end marketing excellence.



RESULTS

- Improvement in engagement rates, brand interactions and overall demand for Lenovo products through Think Progress content hub and localisation of digital content across multiple channels.
- Multi-agency co-ordination and support enabled efficient delivery of optimized marketing campaigns with greater ROI.
- Better operational productivity and efficiency.
- Standardization of processes, better tracking and reporting, and ability to adopt a journey of continuous improvement.



The Challenge

With a wide product and solution portfolio covering PCs and servers and selling predominantly through reseller partners, Lenovo's EMEA B2B SMB End-User marketing team have a full schedule of European marketing programmes. Due to the volume of campaigns varying in size, complexity and channel coverage, Lenovo's main objective was to establish a scalable campaign creation process to ensure programmes are managed and delivered efficiently across 13 regions.

Lenovo required new processes and skilled digital technology and data management expertise from an outsourced marketing center of excellence to elevate the control and agility of their demand creation process, the localisation of content, coordinate multiple agency contributors and improve the orchestration (and results) of omni-channel communications.

The Solution

Lenovo selected CRMT as a provider of marketing operations consulting services as well as their capabilities to deliver campaigns at scale. CRMT coordinates a quarterly calendar of centralised as well as regional campaign programmes and are responsible for the Marketo build, test and approval process alongside other agencies providing content and wider digital services. Complimenting business-as-usual campaigning was a programme of technology improvement – a roadmap enabling the Lenovo team around how best to optimise their use of Marketo, providing best-practice demand generation consulting, data management including consulting around GDPR to name a few.

What activities did CRMT undertake?

With the help of CRMT's consulting team, Lenovo recognised that in order to scale marketing efficiently, they needed to standardise operational processes and streamline the execution of marketing programme delivery whilst balancing the need to encourage regional innovation and creativity.

Standardising the briefing process, asset design, workflows and reporting were all key attributes to ensuring delivery timelines remained within tight SLAs and production costs within budget. CRMT also worked with the Lenovo marketing team to expand their knowledge and adoption of Marketo to improve campaign performance. This included new templates for emails, forms and landing pages and installing progressive profiling for form data capture. This also improved marketing's alignment with sales by enhancing lead routing. Lead scoring models as well as campaign codes to elevate marketing's contribution to sales pipeline and revenue.

About CRMT

CRMT is a Marketing Operations consultancy – a hybrid agency combining best-practice consulting, system integration and digital campaign services that's metric-driven, process-minded and very tech-savvy. We sit plumb between marketing, sales and IT and work with business leaders to maximise the investments they've already made in people and technology to drive marketing effectiveness and efficiency.

Need help delivering marketing efficiency at scale?

We have led the way in helping global organisations transform traditionally siloed sales and marketing activities into integrated, agile programmes that deliver efficiency, effectiveness and return on investment. Contact CRMT, the marketing operations experts, to discover how we can help you strategize, execute and transform your marketing activities, at info@crmtechnologies.com and give us a call on +44 (0) 118 945 0030 or +1 415 659 1845.



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