



### CASE STUDY: Diagonal and Microsoft

Awareness created across 328 decision makers, across 220 organisations

#### The background

Gold Certified Microsoft partner Diagonal, provides local government business solutions built on the Microsoft platform, that integrate citizen contact into customer service departments and through to the back office.

Diagonal wanted a marketing programme with clear objectives and measured results that would increase awareness of Diagonal as a brand as well as a thought leader in local government, specifically through their TGA (Transformational Government Accelerator) offering. Sponsored by Microsoft, this allows current systems and processes to join a shared application and information framework, bringing together once siloed technologies, resulting in consistent service delivery and cost efficient business processes.

#### The challenge

Objectives for the campaign were primarily to expose Diagonal's CRM expertise in local government based on Microsoft's Dynamics platform and in doing so, develop their lead pipeline through an accurate and relevant database. Diagonal wanted to drive awareness of Wisdom, their Integrated Information Management solution, and translate this into a successful strategic lead generation campaign generating real opportunities.

Several key benefits were identified at the start of the campaign which needed to be communicated to the market to ensure the 'Why Diagonal?' message resonated; such as Diagonal's deep-rooted knowledge and understanding of the Public Sector, their ability to provide a complete solution and their long and successful track record of delivering applications to over 120 clients within the Public Sector.

#### Why McDonald Butler?



McDonald Butler, the marketing agency chosen to own the whole Microsoft Channel Partner programme, was therefore able to demonstrate an understanding of Diagonal's objectives, messaging and direction. With this

in mind, the ‘Transformational Government’ campaign was designed and executed.

### The solution

Activity began with a look at Diagonal’s current messaging and positioning in order to draw up a detailed value proposition or ‘Positioning Statement’.

This was followed by the development, cleansing and maintenance of an accurate and relevant database – key to the success of any marketing campaign. In order to warm up the market, 2 managed communications were designed to identify and address key industry issues specific to the audience.

Following this and with the successful results of opens and click throughs, clear messaging guidelines were drawn up and strategic lead generation began. This preparation work ensured that direction was agreed at the start of the campaign and in turn, led to relevant and real sales meetings being set up, the deliverables outlined at the outset as 17 qualified leads for the campaign. Key decision makers in councils were identified as the primary target audience.

### The results

Using McDonald Butler’s proven measurement AIDA model (Awareness, Interest, Desire and Action), the results of the campaign included the following:

Activity & Objectives	Results
Build out database to 1000 contacts	Built the database out with an additional 400+ prospects to a total amount of 1176 prospects
Increase awareness of Diagonal as a brand and provider of deep rooted knowledge of the public sector	Created awareness across 328 decision makers, across 220 organisations
Build interest and warm prospect pipeline with...	46 decision makers and 44 organisations
Created desire with...	14 decision makers across 14 organisations (4 meetings got cancelled, 1 is exploratory: total of 19 meeting generated initially). A total of five immediate opportunities have resulted from these meetings.
Broadcast two managed communications advocating CRM expertise in local gov’t based on Microsoft’s Dynamics platform	Both MCs scored above average on the unique open rate and industry average on click-throughs.

### The future

As a result of the 2009 campaign, Diagonal is working with McDonald Butler on a rolling quarterly programme including the current eDRM programme (electronic document & records management) integrating their information management application, Wisdom, with leading Social Care applications.

### The feedback

“The marketing campaign designed by McDonald Butler helped Diagonal define its proposition in the public sector. It has raised our profile considerably and opened doors with some of our key target audience that we might otherwise have struggled to reach. We very much look forward to repeating this success in subsequent McDonald Butler campaigns moving forward”

**Nick Cassidy, Business Development Manager, Diagonal**