



Marketing for manufacturers

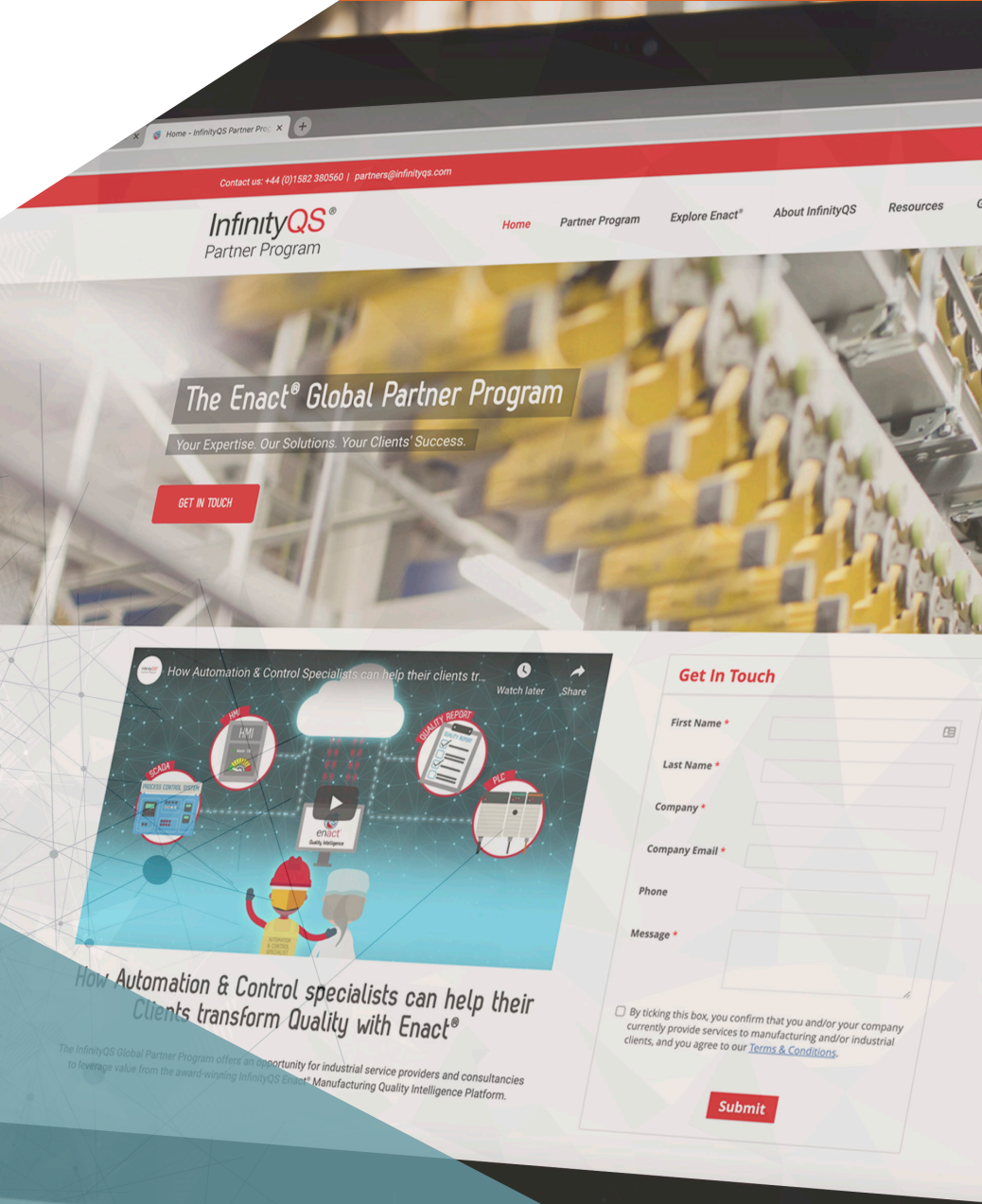
# Case Study

InfinityQS

InfinityQS®  
Quality Re-imagined

## Client objective

- InfinityQS approached us to provide creative ideas and design to support the UK team's global partner acquisition campaign for its Enact® solution. The business objective was to recruit new Enact® partners from key global markets. The marketing team needed a suite of creative content that would deliver a campaign with longevity for its different audiences but within a prescribed budget.



## Background

InfinityQS had already implemented two campaigns using persona-led and technically focussed ads via LinkedIn DSC to target automation and control, manufacturing consultancy and industrial IT services companies. Due to the global reach and technologically savvy audience, the team felt that LinkedIn was the right channel but they needed a new, engaging approach. In addition, the website didn't offer the flexibility for the global Partner team to be able to track and analyse real-time digital results.

## Our approach

The Partner team at InfinityQS had conducted lots of research into the personas of the desired partners. The creative needed to respond to their motivations and pain points in an overt way that would quickly grab their attention on LinkedIn. Because we were targeting partners in markets such as Europe, Middle East and Asia as well as North and South America, we needed strong, dynamic visual content that explained the benefits of being an InfinityQS partner – quickly and simply with minimal text or narrative.

We developed a series of three animated videos, one for each Partner sector. They were developed in such a way that stills from the animation could also be used for separate LinkedIn ads – giving flexibility and longevity to the campaign.

To overcome the website issue, we designed and developed a Partner microsite with a Partner Portal so that results could be tracked, analysed and associated back to the digital marketing efforts of the Partner team.

## The results

As the brief specified the need for longevity, the campaign is still running, however the first animation video targeting manufacturing consultants saw a view rate of **36%** within seven days with **9%** viewing the video in its entirety, delivering **600** visits to the website within two weeks and **30%** of those also visiting the InfinityQS Partner Program LinkedIn page.

In addition, stills from the video were used for a lead generation campaign which delivered **56** quality leads.

InfinityQS is receiving more inbound enquiries to the Partner Program through the chat facility on the microsite as well as through form fills and the quality of the contacts engaging with the Program is much higher than before the campaign.

During the six month period, InfinityQS has signed **six** new Partners in key territories such as Turkey, India and Mexico which are directly attributable to the creative campaign and dedicated Partner Program microsite. All six have signed within weeks, significantly reducing the conversion lead-time from prospect to signed Partner.

## Impact on InfinityQS's business

“ We have only been working with 4CM for a short-time, but are delighted with their collaborative and responsive approach, which has enabled us to deliver campaign creative and microsite design that is highly engaging and yet, clearly communicates our Partner Program message and benefits. Our growth plans focus on driving increased in-bound enquiries and leads more effectively from future creative development, to continue to sign new quality Partners worldwide. ”

Jason Chester - Director, Global Channel Programs - InfinityQS



EXAMPLES

