
How to generate 200 new sales leads in 3 months with no additional staff

Case study:

YPO[®]

YPO are the UK's largest public sector buying organisation with a turnover of approx. £660 million.

They supply products and services to a wide range of customers including schools, local authorities, charities, emergency services, public sector, and other businesses such as nurseries and care homes.



Objectives

Primary objective of the campaign:

- Generate marketing qualified leads from their target audience sector, with limited budget and without creating significant new marketing assets

Secondary objectives:

- Increase brand awareness among the target audience
- Regain control of their digital footprint, in particular the Google SERP for YPO-related searches (where competitors were actively bidding)

Target Audience

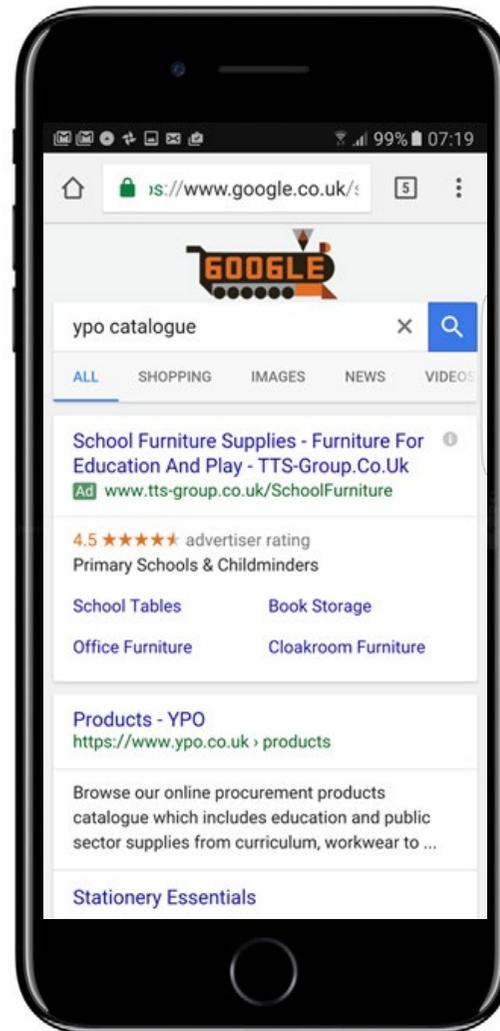
YPO wanted to target new customers in their traditional audience segments (primary and secondary schools) as part of the growth plans laid out in their three-year strategy.

Own your Google homepage

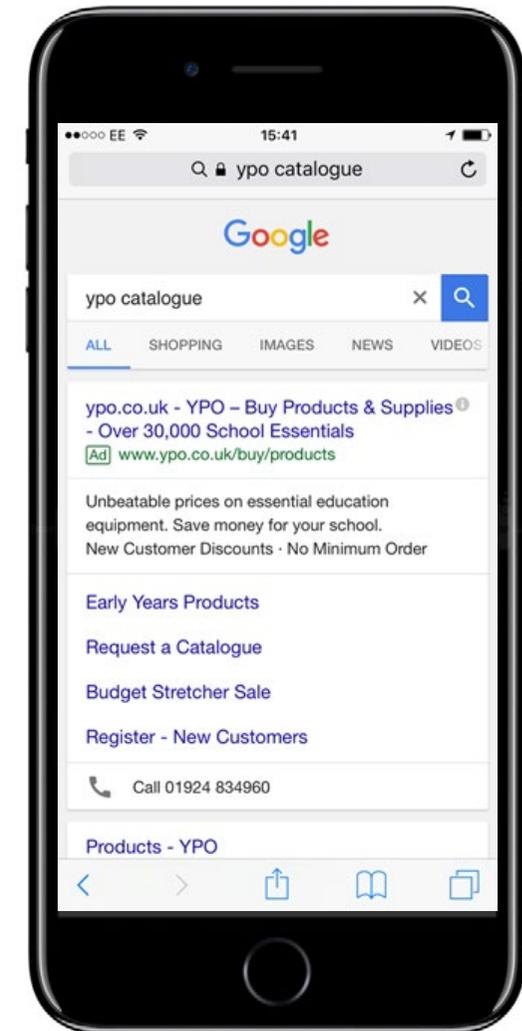
The first step for YPO was to regain control of their search engine results page (SERP)

YPO had the top two organic results but faced organic competition by another non-profit with the same acronym and paid results by direct competitors

Brand paid search has allowed YPO to dominate the SERPs for key brand terms in a cost effective and highly converting campaign



October 2016 Mobile SERP



March 2017 Mobile SERP

Conversion Optimised Landing Pages



The second step was to capture leads through enticing prospects with a conversion optimised landing page.

Paid Media Campaigns

YPO – Buy Products & Supplies - Over 30,000 School Essentials

www.ypo.co.uk/buy/products 01924 834960

4.7 ★★★★★ rating for ypo.co.uk

Unbeatable prices on essential education equipment. Save money for your school.

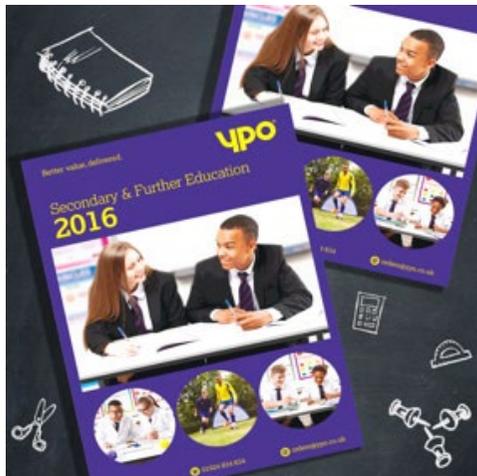
Next Day Delivery · Rewards & Loyalty Scheme · No Minimum Order · New Customer Discounts

[Request a Catalogue](#)

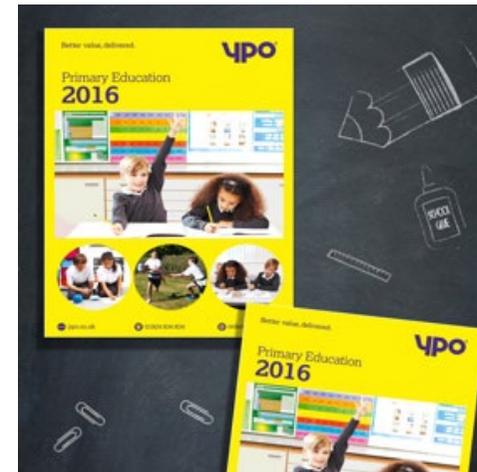
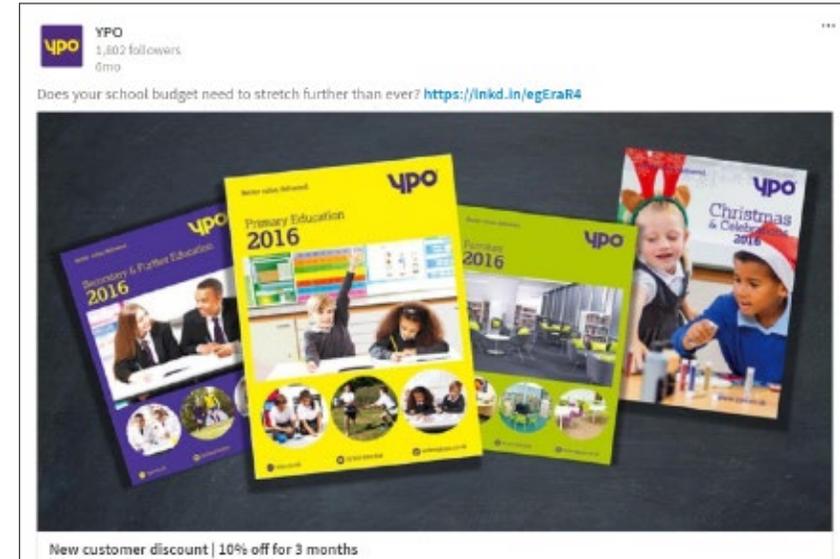
[Early Years Products](#)

[Budget Stretcher Sale](#)

[Register - New Customers](#)



Sharp Ahead then created highly targeted paid media campaigns using Facebook, LinkedIn and AdWords to drive traffic to the landing page.



Remarketing



YPO **YPO - School Supplies** Save up to 30% on school supplies with YPO - over 30,000 products at unbeatable prices



The remarketing lists had been building up during the creation phase of the campaign and in November the remarketing ads went live.

Re-targeted display adverts enable YPO to stay front of mind for prospects.

Visitors who subsequently see retargeted display ads are 70% more likely to convert.

Exceptional value for money. Cost per click is pennies but the brand building is worth far more.



YPO **YPO - School Supplies**



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YPO Save up to 30% on school supplies with YPO - over 30,000 products at unbeatable prices



YPO - School Supplies

YPO

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Results

Leads

200 leads in the first three months of all campaign elements going live.

75+ leads generated **per month** on average.

Revenue

The campaigns also **generate £37,000+ in additional monthly revenue.**

This does not include un-attributable sales that will have come through direct telephone enquiries.

Customers

A current **lead-to-customer conversion rate of 25%** means that YPO has gained approximately 65 new customers, each with an average **customer lifetime value of £15,000**, resulting in nearly **£1,000,000 in profits.**

This is likely to grow over time as the becoming a new customer requires a registration process in line with YPO's governance policy for public sector bodies, and the consideration cycle for some purchases is seasonal and often dependent on available budgets.

New Markets

Finally, the work has also helped **identify new markets not previously targeted by YPO**, including prisons and children's centres, which are now being targeted by new campaigns.

Costs

The leads and revenue are generated for approximately **£2,000 in media costs per month.**

Client Testimonial



Sharp Ahead understood both our business objectives and our budget limitations and devised a strategy that took full advantage of our existing marketing assets. The results have been nothing short of spectacular. The success of this project gives us confidence to expand our use of digital marketing across our business.

Rachel Stothard

YPO Head of Marketing

The Directors



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Jennifer is a digital marketing and ecommerce expert, specialising in digital transformation for B2B companies. She has over 15 years' experience working across marketing, ecommerce, customer service and experience, and large-scale project implementation, including work for Microsoft, Nisa, SeeTickets and YPO.



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Rob is a digital marketer and entrepreneur specialising in B2B companies; he has over 15 years' experience delivering digital solutions to blue chip clients including: Unilever, IBM, Barclays, HSBC, O2, Pfizer, BT and many more.



DR JOHN WOODS MBA
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John is an experienced technology CEO, CTO, data scientist and serial technology entrepreneur with over 15 years' experience consulting for and supplying to B2B companies. His entrepreneurial projects have spanned market research, web analytics and energy storage, as well as providing consultancy services to a range of early stage, technology-based businesses.

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