



Opportunity

IBM were adding VSR (Virtualized Server Recovery), a solution guaranteeing shorter server recovery times, to their Resiliency suite of products and services – and they wanted to promote it to their top accounts.

As it was a new product, there had been little or no communications activity. So the project had a large educational element to it.

WorksMC was asked to take on the project after IBM had been let down at the last minute by another agency. Our client had just 3 days to submit fully costed ideas to her senior management team.

Solution

Given the tight timelines, we presented several concepts to IBM. The one that was chosen, “Up and Running”, reinforced VSR’s unique ability to recover servers in around 30 minutes.

We designed a multi-touch communications programme, which included a direct mail piece complete with stopwatch, email campaign, mobile responsive website, social media, LinkedIn ads, tweets and LinkedIn group postings.

The website featured a VSR themed game to encourage return traffic.

And those attending an IBM demonstration were encouraged to bring their stopwatch with them to time how long it would take to get a server up and running.

Result

In the first 4 months of the site being live it had received 570 visits, with 1,220 page views. Almost 40% of visitors returned.

67% of visits came directly to the site with 19.1% finding it via social media.

There are plans to translate the microsite into other languages and use it on a global level.

“WorksMC have designed and written a very interactive website. The mobile optimisation really suits our target audience and shows that we are at the cutting edge of digital marketing.”

**Kirstie Neill -
IBM Marketing & Communications
Demand Programs, UK**

This is just one example of how we respond quickly and effectively to briefs – making our clients’ lives easier.

Find out how we can do the same for you. Call Chris Cloughley today on 020 8780 9700