

www.engagementfactory.com

RICOH
imagine. change.

Ricoh
technology
can transform
learning.

Give every student the right start.
We can help you too.

Ricoh have a long established reputation for developing and improving a range of technology and services for the education sector. And when it comes to primary and secondary education, our expertise is second to none. In our collection of case-studies you can see how Wico Schools have benefitted from personal learning and how Bath Rugby have used interactive whiteboards to their advantage.

ENGAGEMENT FACTORY LOOKBOOK 2016

Showcasing the latest modern marketing trends and
best practice examples

TABLE OF CONTENTS

03

Ricoh

Education campaign

Tags: marketing services, professional services, consultancy, content marketing

13

Philips

Lighting Campaigns

Tags: professional services, consultancy, content marketing,

05

Ricoh

Invitation campaign

Tags: marketing services

15

Omron

Modern Marketing

Tags: marketing services, professional services, consultancy

07

DLL

Life cycle asset management

Tags: marketing services, professional services, consultancy

17

WE Fashion

Newsletter

Tags: marketing services, professional services, consultancy,

09

DLL

Marathon Eindhoven

Tags: marketing services, professional services, consultancy, app development

11

Philips

Buyers Personas

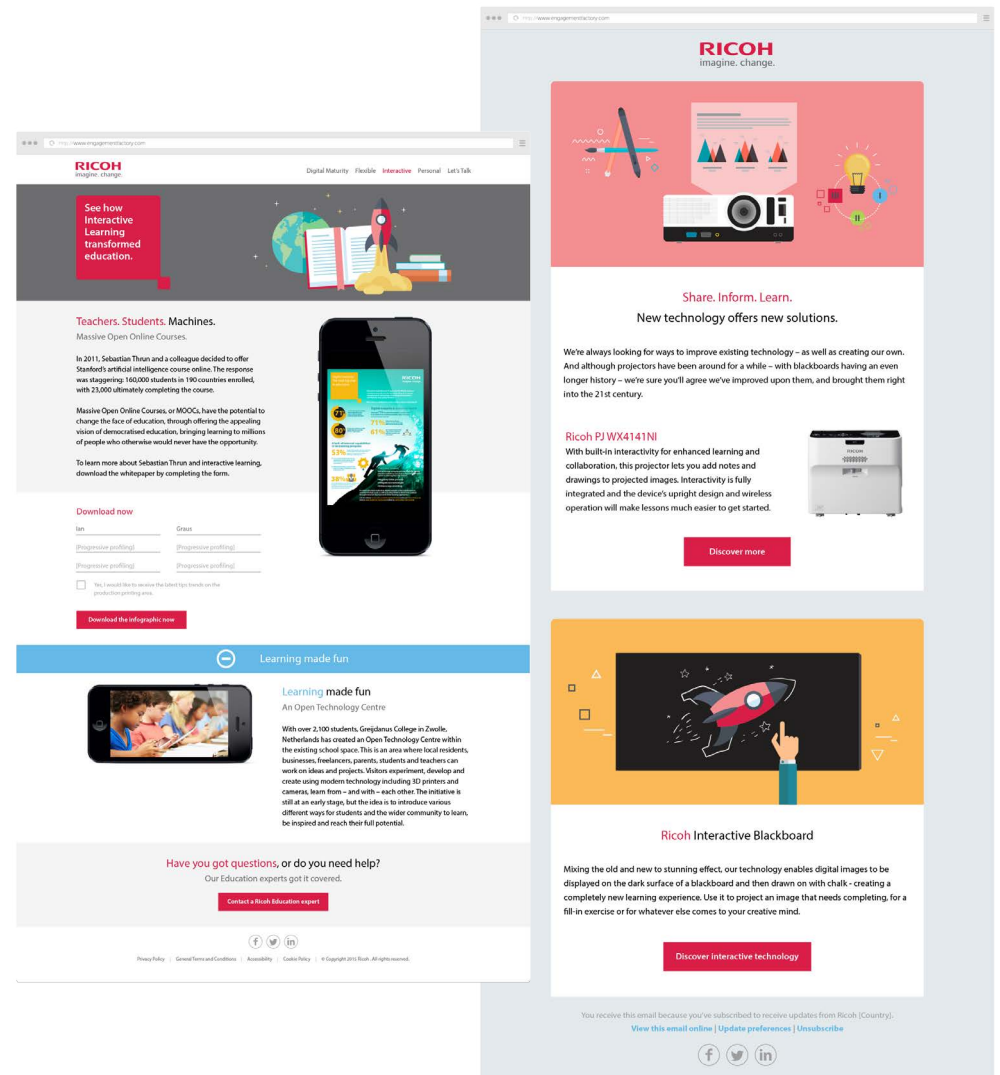
Tags: marketing services, consultancy, content marketing



RICOH EUROPE EDUCATION CAMPAIGN

Ricoh Europe, a global customer of Engagement Factory with whom we work on a variety of lead nurture campaigns in different regions across Europe, tasked us to engage their audience in the awareness campaign for the Education activity. Engagement Factory picked up this brief with enthusiasm and creative approach and extended campaign from just informative emails to a content-driven communication reaching out to various audiences – from young enthusiasts to business specialists. A set of landing pages with themes of Flexible, Interactive and Personal learning followed by relevant personalised emails and capture forms was developed and deployed.

Tags: *marketing services, professional services, consultancy, content marketing*



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Education Let's Talk

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RICOH NETHERLANDS INVITATION CAMPAIGN

Engagement Factory, the Oracle Eloqua partner for Ricoh Netherlands, is responsible for invitation campaigns relating to sponsored events such as the Ricoh Open, KLM Open and Ladies Open. Ricoh Netherlands facilitates several knowledge sessions and a general hospitality program during these events. Engagement Factory supports Ricoh Netherlands with the execution of their Oracle Eloqua campaigns.

Ricoh Netherlands provide a campaign execution brief consisting of the campaign flow design, the form structure and a selection of content. Engagement Factory use the brief to develop the complete campaign and all the associated assets, including landing pages, emails, confirmation pages and invites, registration and (un)subscription for the events. We also manage any technical requirements, such as ensuring any actions associated with a particular process are handled correctly. All of the assets are fully developed in Eloqua by Engagement Factory's technical design team.

Ricoh Netherlands is able to use these fully automated campaign flows to effectively manage communications around multiple events, with both potential and registered attendees, whether it is an invite, registration confirmation, or simply additional information.

Tags: *marketing services*

The image displays three screenshots from the Ricoh Open website. The top screenshot shows a tennis player celebrating a victory with arms raised, with 'MEGAS' written on the background. The middle screenshot is a registration form titled 'AANMELDEN' for the KLM Open, featuring a 'BEVESTIGEN' button and a 'Sign Top' logo. The bottom screenshot is a landing page titled 'Welkom op het Ricoh Open!' with a 'VOLG ONS OOK OP SOCIAL MEDIA' section and a 'LEES HET PERSBERICHT' button.



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Tijd voor het
KLM Open -
Hospitality



Beste gastgever,

Van 10-13 september vindt het KLM Open plaats op de prachtige Kennemer Golf & Country Club in Zandvoort.

Als gastgever kun jij je relaties uitnodigen voor dit bijzondere evenement door het formulier op deze pagina in te vullen. Om het uitnodigingstraject goed te laten verlopen is het belangrijk om het formulier volledig en correct in te vullen.

Als je na het invullen van het formulier op 'stuur uitnodiging' klikt ontvangt de relatie namens jou direct een persoonlijke uitnodiging in zijn/haar mailbox.

Voorafgaand ontvang je meer achtergrondinformatie over het event zodat je goed voorbereid bent op het event.

**RELATIE UITNODIGINGEN
HOSPITALITY**

Aanhef*
--Selecteer--

Voornaam*

Achternaam*

E-mailadres*

Bedrijfsnaam / Organisatie*

Dag*
--Selecteer--

Aantal personen*
--Selecteer--

Naam Ricoh Account Manager*

STUUR UITNODIGING

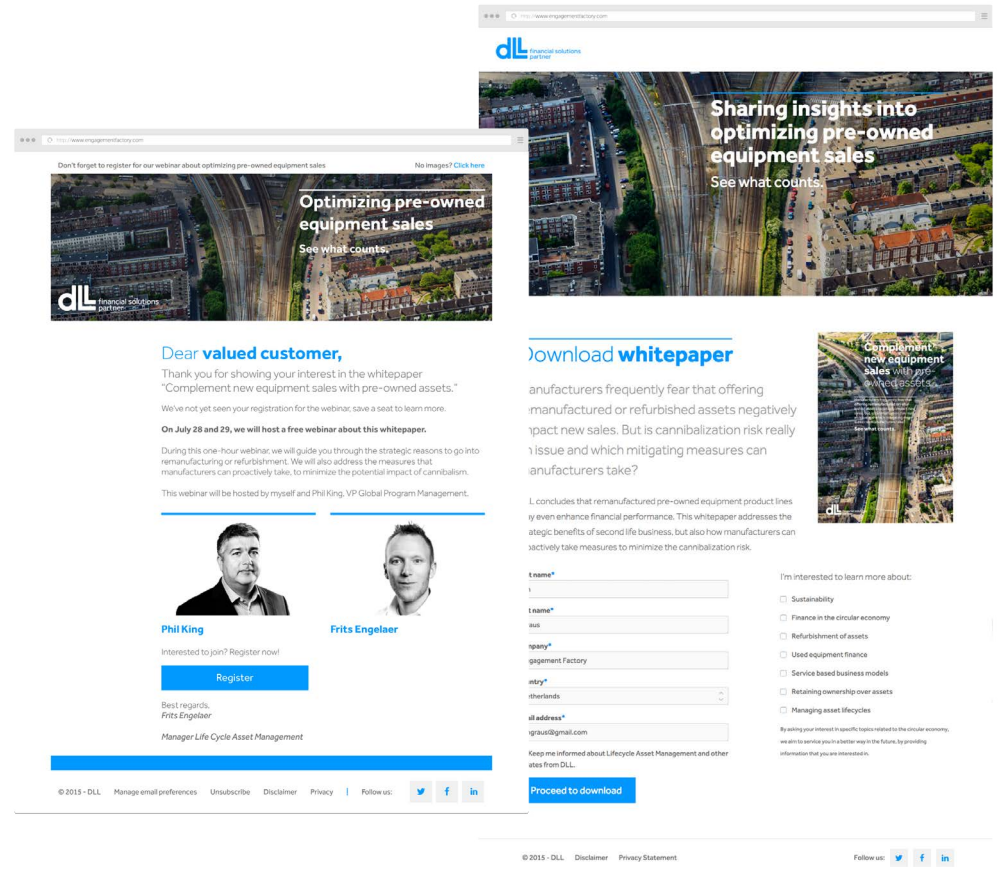


DLL

LIFE CYCLE ASSET MANAGEMENT

Engagement Factory campaigns for DLL LCAM (DLL life cycle asset management) were designed to increase awareness and interest of the external network amongst relevant business audiences. In order to build a qualitative database in Eloqua, several campaigns, such as “Realizing opportunities of a circular business model”, were created and promoted as key content of the campaign. As a result of the development of a structured campaign together with DLL, we were able to measure the different sources of the traffic and to look at the conversion rate per source. The campaigns not only resulted into image building for DLL around this topic, but also into a qualitative database in Eloqua, an increase the follower base of the DLL LinkedIn page and ultimately drove qualitative leads to the landing pages and DLL website.

Tags: *marketing services, professional services, consultancy*



The screenshot shows a landing page for a webinar titled "Optimizing pre-owned equipment sales". The page includes a registration form with fields for name, email, and company, and a "Register" button. Below the form, there are two speaker profiles: Phil King and Frits Engelaer. To the right, there is a section for downloading a whitepaper titled "Download whitepaper" with a "Proceed to download" button. The page also features a navigation bar with the DLL logo and a footer with copyright information and social media links.



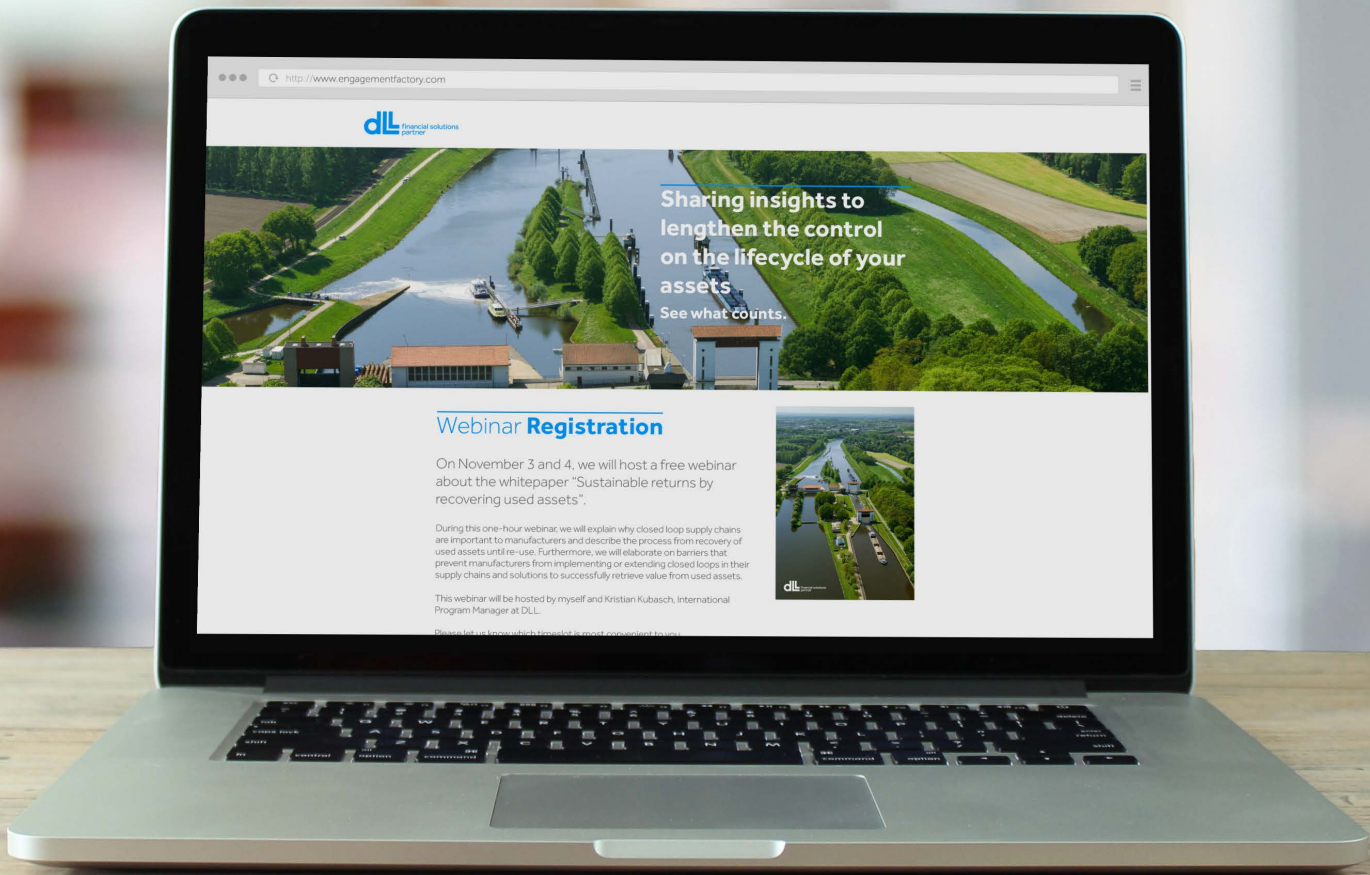
Sharing insights to
lengthen the control
on the lifecycle of your
assets
See what counts.

Webinar Registration

On November 3 and 4, we will host a free webinar about the whitepaper "Sustainable returns by recovering used assets".

During this one-hour webinar, we will explain why closed loop supply chains are important to manufacturers and describe the process from recovery of used assets until re-use. Furthermore, we will elaborate on barriers that prevent manufacturers from implementing or extending closed loops in their supply chains and solutions to successfully retrieve value from used assets.

This webinar will be hosted by myself and Kristian Kubasch, International Program Manager at DILL.



DLL MARATHON EINDHOVEN

Engagement Factory supported DLL during one of their major events – DLL Marathon Eindhoven. A targeted campaign was designed to inform the registered DLL employees and their guests as participants in the Marathon. Prior to the event a personalised QR code was delivered to each of the DLL participants to grant access to the DLL fan-zone entrance gates and guest lounge (1.500 people). This was enabled via a special DLL mobile app designed and built by Engagement Factory to support this incredible event. Thanks to the app the process of entrance was kept smooth and without queues. In addition, a special survey app was created to ask people their opinion about the even when they were leaving for home. By this means instead of sending out emails in between the event and the survey, DLL was able to immediately collect their visitors' feedback.

Tags: [marketing services](#), [professional services](#), [consultancy](#), [app development](#)





111
O.L. Merch

Scan QR

PHILIPS BUYERS PERSONAS

To build a solid foundation for effective Marketing Automation, the organization needs to have a clear view on its target audience. Engagement Factory was missioned by Philips to research and create the portfolio of buyer personas for Philips Lighting OEM. These personas included CEO, Technical Expert and Purchaser roles. Via face-2-face personal interviews with a carefully selected sample of target audience representatives, Engagement Factory presented detailed personas profiles enabling the company to have a better insight into decision-making process for their customers. In order to get the sales team on board this intelligence piece, the personas study was published on a special online knowledge portal.

Tags: [marketing services](#), [consultancy](#), [content marketing](#)



JOE
ENTREPRENEUR



ABOUT
1985 Joe
is a 36 year old entrepreneur who is looking for a job in the technology sector.

PRIORITY INITIATIVES
1. Marketing
2. Sales
3. Customer Support
4. Product Development

BACKGROUND INFORMATION
1. Education
2. Experience
3. Skills
4. Location

SUCCESS FACTORS
1. Innovation
2. Customer Focus
3. Teamwork
4. Adaptability

EFFECTIVE INFLUENCERS
1. Mentors
2. Peers
3. Family
4. Friends

DECISION CRITERIA
1. Salary
2. Benefits
3. Location
4. Growth Opportunities

DESIRED INFORMATION
1. Job Description
2. Company Culture
3. Team Structure
4. Interview Process

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PHILIPS

About Contact EF

Background info

HELLO! MY NAME IS JOE!

Age: 36
Married
Big sized city

Job role // Owner
Education // International Business
Direct reports // 7
Reports to // 0
Industry // Business Services
DMU role // Decision Maker, Buyer

Joe is Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Ouisque nuntium

Why these personas? Joe - Research laboratory

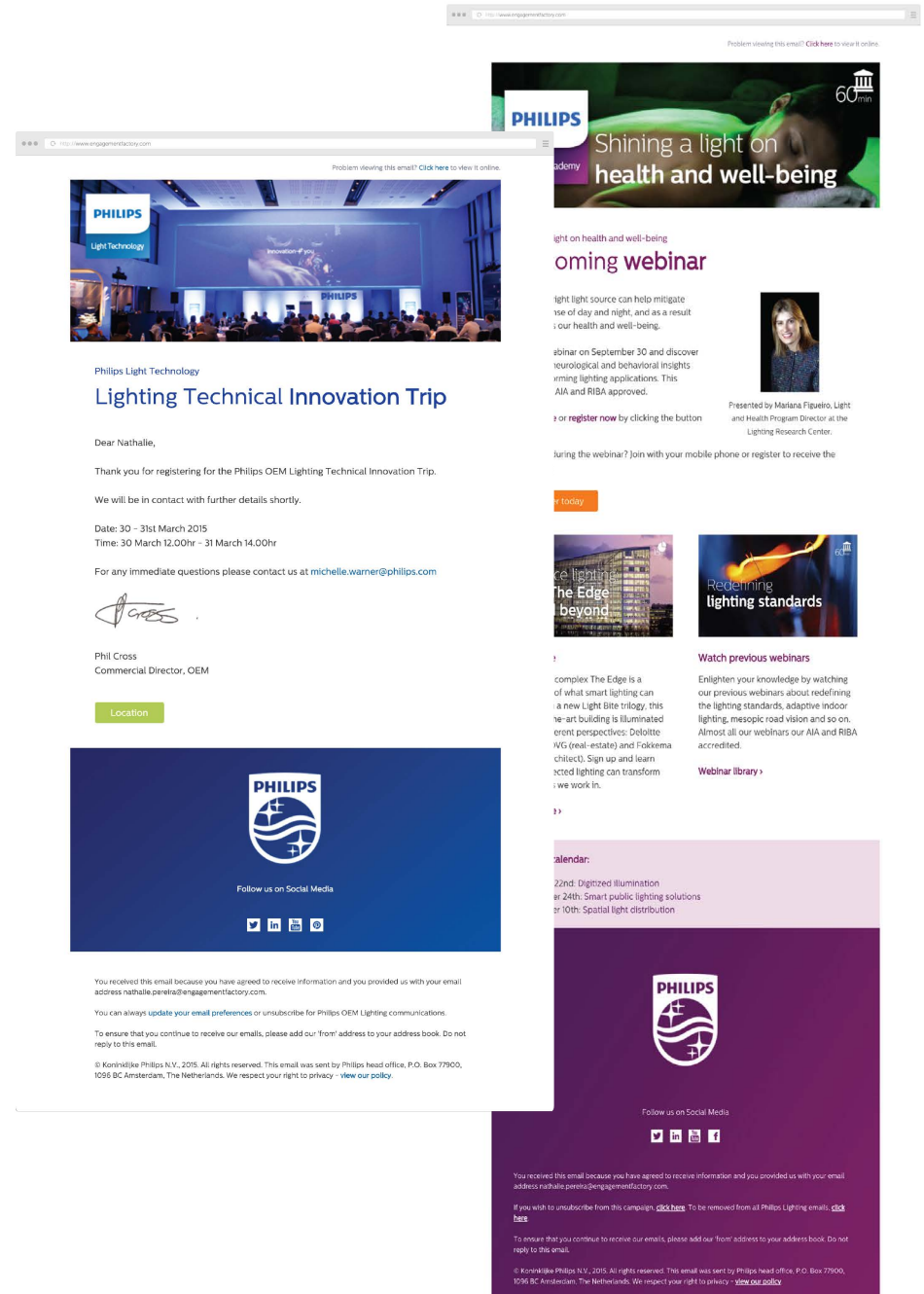


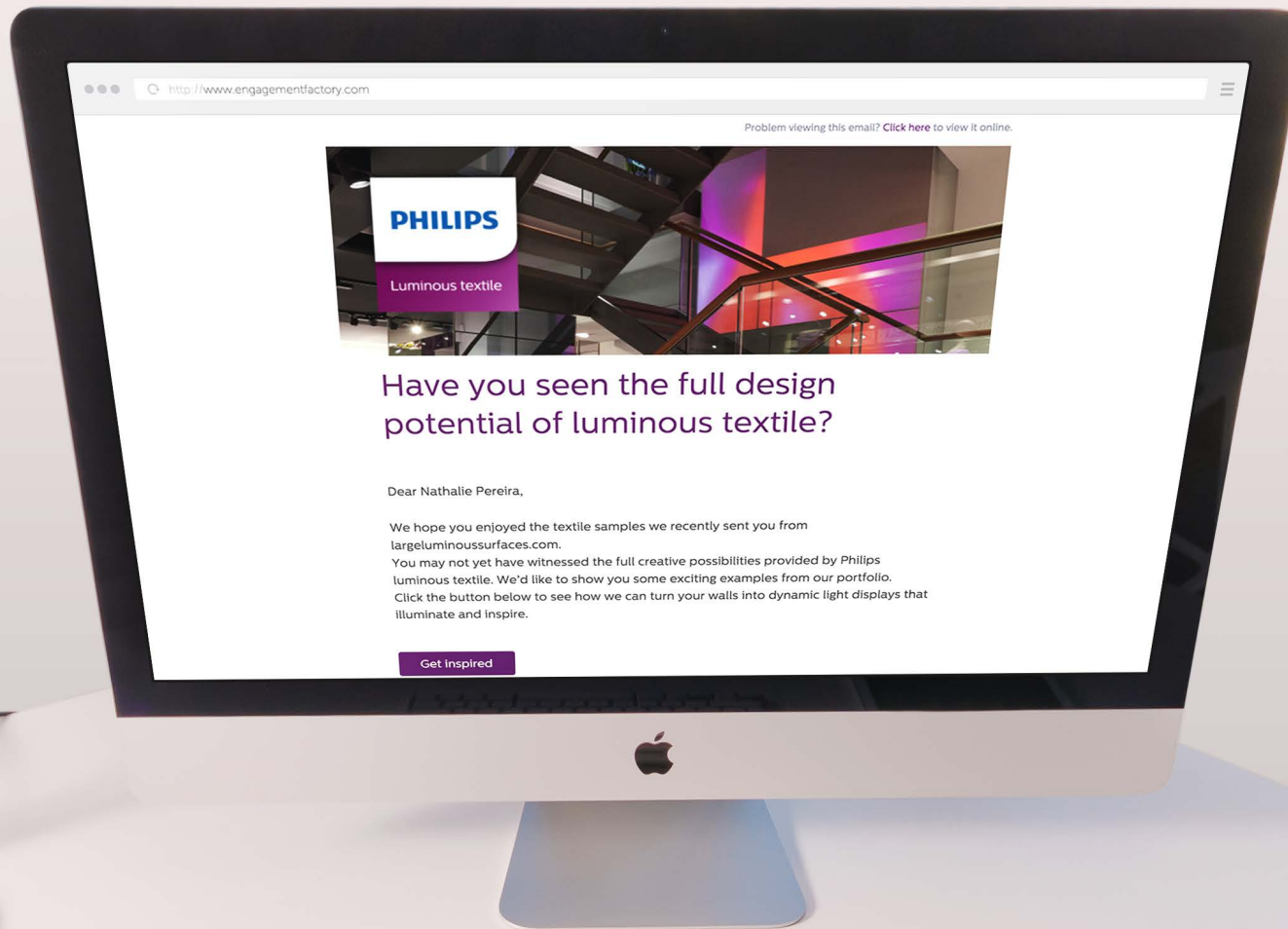


PHILIPS LEAD GENERATION CAMPAIGNS

Engagement Factory facilitates campaign management process at Philips Lighting. We create and manage campaigns targeted on leads generation and leads nurturing. By creating fully automated campaign flows that facilitate events and/or webinars registration process, we use marketing automation to ensure that the right message reaches the right audience at the right time. By sending professional, consistent and brand compliant communication towards various stakeholders, we segment members that can be used for new nurturing campaigns based on participant level: attendee, registrant, not showed up, not interested. These campaigns insured great conversion results - 24.5% conversion in registration for the event and 15.6% in those who attended.

Tags: *consultancy, marketing services*



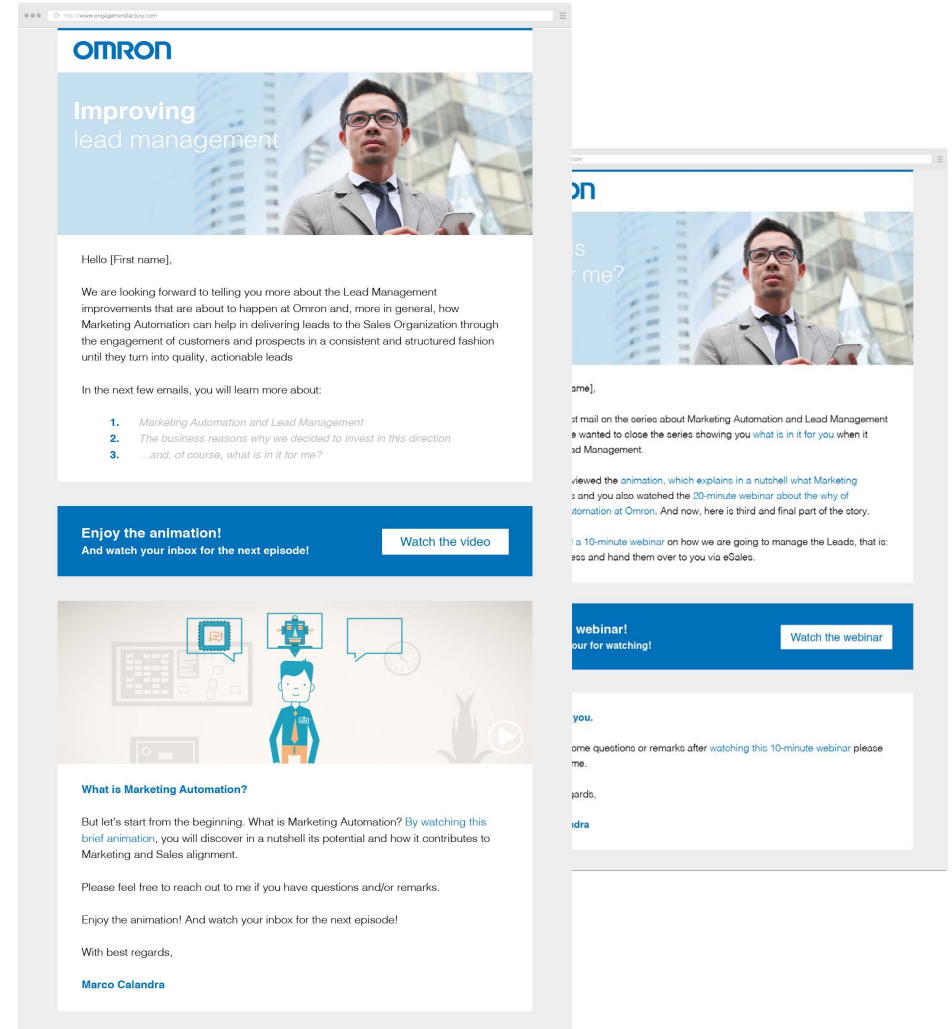




OMRON MODERN MARKETING

Engagement Factory helped Omron to embark on a complete overhaul of their marketing organization and adopt Modern Marketing in the organization. After realising that only implementing Eloqua would not be enough, the company called us to help with technical implementation and configuration and support them with Modern Marketing integration. Engagement Factory helped Omron create a closed loop demand generation engine through the creation of customer journeys, defining lead management processes and implementing lead scoring. Omron opted to implement Engagement Factory's Lead Management solution, that optimises marketing and sales alignment with lead qualification, management and conversion tracking. With the Lead Management app Omron now effectively operates lead handover from marketing to sales, allowing marketing to pass qualified leads to sales and track lead conversion through the sales funnel. Omron and Engagement Factory will continue their journey to Modern Marketing, leveraging their new data insights and buyer personas while improving ROI and creating a more robust sales funnel.

Tags: *consultancy, marketing services, professional services*





P1 PLC Range extension | New vision partnership with Domino

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Improving lead management

Marketing Automation, what is it?

The aim is to engage with our prospects and customers and to provide the right content in the right context to improve the quality of leads Marketing deliver to Sales in a quicker and more effective way. Marketing Automation allows marketers to customize content and automate the timing of marketing communications.

More specifically it will allow Omron to track and understand our customers' needs, and provide them with the content they want. The more that we can focus on providing relevant content to them, the higher the quality of the lead will be.

We know how busy everyone is, so instead of providing a lot of content for you to read, we made a short animation which explains, in 2 minutes, what Marketing Automation is all about.



Questions or remarks?

Please feel free to reach out to me if you have questions and / or remarks.

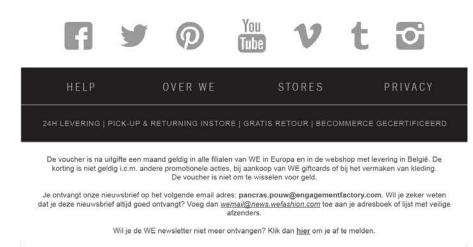
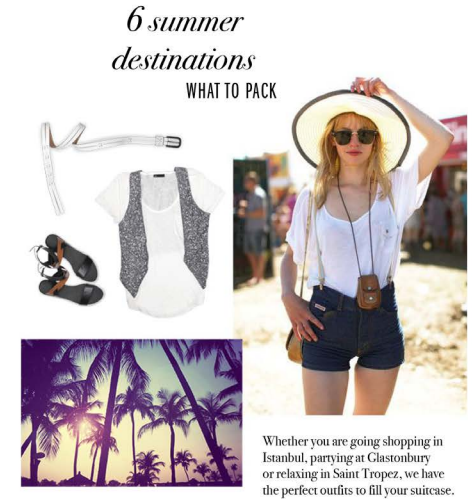
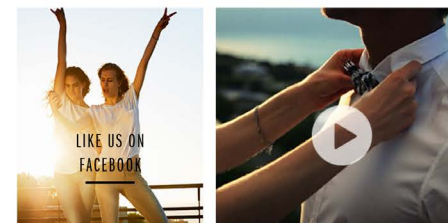
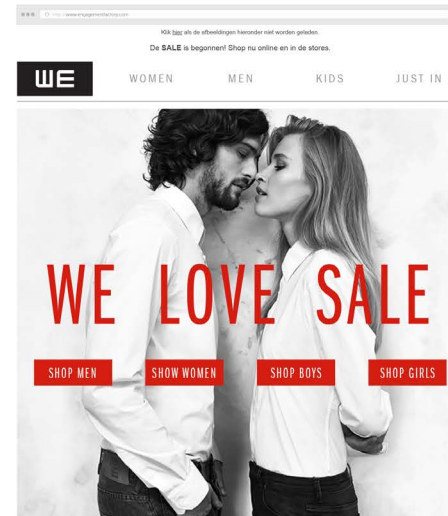
Contact Marco Calandra



WE FASHION NEWSLETTER

Engagement Factory was missioned by We Fashion to recommend a better structure for engagement with their customer base. A detailed analysis and hygiene review of various elements including unsubscribe rates, data cleanse, CRM performance, e-mail templates and e-newsletter layout was conducted by Engagement Factory. Based on this evaluation a new email template was defined and built, ensuring it can be easily integrated with Certona (personalised customer experience tool). As a result, a new responsive e-mail was introduced featuring three different product sections and multiple banner sections per email. Each section could have multiple layouts with the ability to move sections around, change the width space per section and make images smaller to avoid extra-long email view. This ensured significant improvement of We Fashion online campaigns performance in terms of engagement and efficiency.

Tags: consultancy, marketing services, professional services



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WE

BEST KEPT SECRET

Deel het Best Kept Secret nu met je vrienden.
vul hieronder maximaal 3 namen en emailadressen in om je vrienden toegang te
geven tot de exclusieve -20% shopping days.

JOUW NAAM*

VOORNAAM VRIEND #1*



As the largest Oracle Eloqua partner in EMEA, we have over 35 trained Eloqua consultants dedicated to helping customers to be successful with Modern Marketing. We enable organisations to realise the potential of marketing automation by delivering the full mix of technical expertise, digital marketing, project management, creative design and content marketing skills. Our main objectives are to improve and consolidate content and lead management, create valuable campaigns with compelling stories, and optimise demand generation to drive measurable revenue performance.

www.engagementfactory.com

info@engagementfactory.com

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