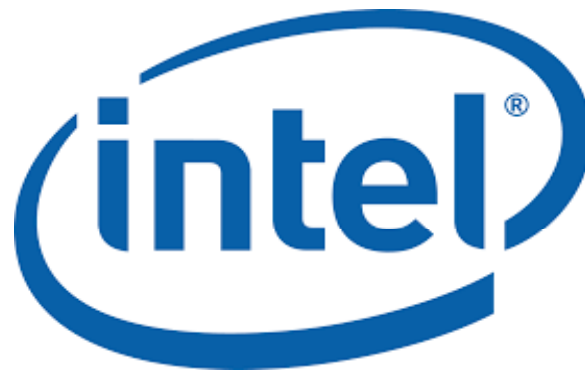
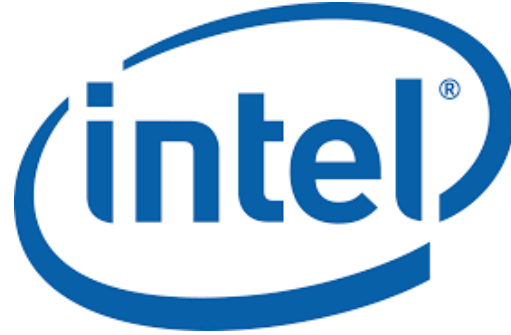


# Intel- Case Study on Live Webinar Campaign

Products : Intel Edge Computing –MEC in the Real  
World



# Intel Webinar Objective



***Campaign Objective:*** Drive 200 Online Registrations for ***Intel Edge Computing Webinar Series on Real -World Impact of Mobile Edge Computing the Live Webinar*** within Telecom ABM (Airtel, Jio & Vodafone Idea ITDM Community across India. (ABM )

***Approach: (Ready Made promotion Material)***

Leverage the assets (TVC, banners and white papers) to be placed on CXOtv.news, itVARnews and newswire to generate leads.

Content syndication (technology blogs/thought leadership blogs/use cases/client interviews/social tweets/linkedin promotions)

*EDM, Banner, Landing Page, Use display, Form based Email ,Content to generate response drive HQL ( Highly Qualified Leads )*

***Online Registrations integration to Intel and report shared by Agency with us.***





# Intel Webinar Campaign

## ***Campaign Drive Registrations:***

To introduce Customers the Intel's "**Mobile Edge Computing in the Real -World**" for Telecom Enterprise industry across India.

## **Key Points:-**

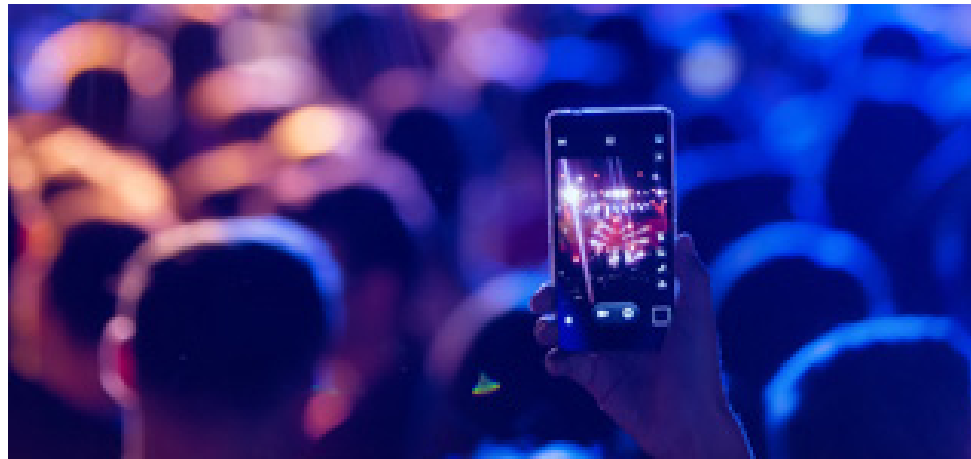
Intel has come up with the latest technology on cloud for Edge Computing- **MEC in the Real World** business transformation, which can boost efficiency, productivity and security. "**MEC In the Real World**".

**Brief Summary of Intel Webinar Series:-** Edge computing is the future of digitization, fast evolving into a key network technology for 2019 and beyond. Today, this technology is driving innovative new use cases to create exciting business opportunities.



# Intel Lead Drive Campaign

- Images of digital campaign on newswire and EDM



# Targets VS Achievements

## ✓ **Targets**

**Campaign product** – *Intel Hybrid Cloud Solutions*

**Target** – ABM Telecom Enterprise, ITDMs (Bharti Aitel, RelianceJio & Vodafone Idea only)

**Total** – 200 Online Registrations & 100 Attendees – **Accepted by Client's Server Report**

**Budget** – 10 Lacs

**Time lines** - 20 Days

- **Approach: (Ready Made promotion Material) –**
- Content syndication (technology blogs/thought leadership blogs/use cases/client interviews/social tweets/linkedin promotions)
- Landing page, EDMs, *Use display, Form based Email, Content to generate response & drive registration.*
- Leverage the assets (TVC, banners and white papers) will be placed on CXOtv.news, itVARnews and healthtechnology.in and newswire to generate leads .

## ✓ **Achievements**

**Campaign product** – Intel Hybrid Cloud- Edge Computing

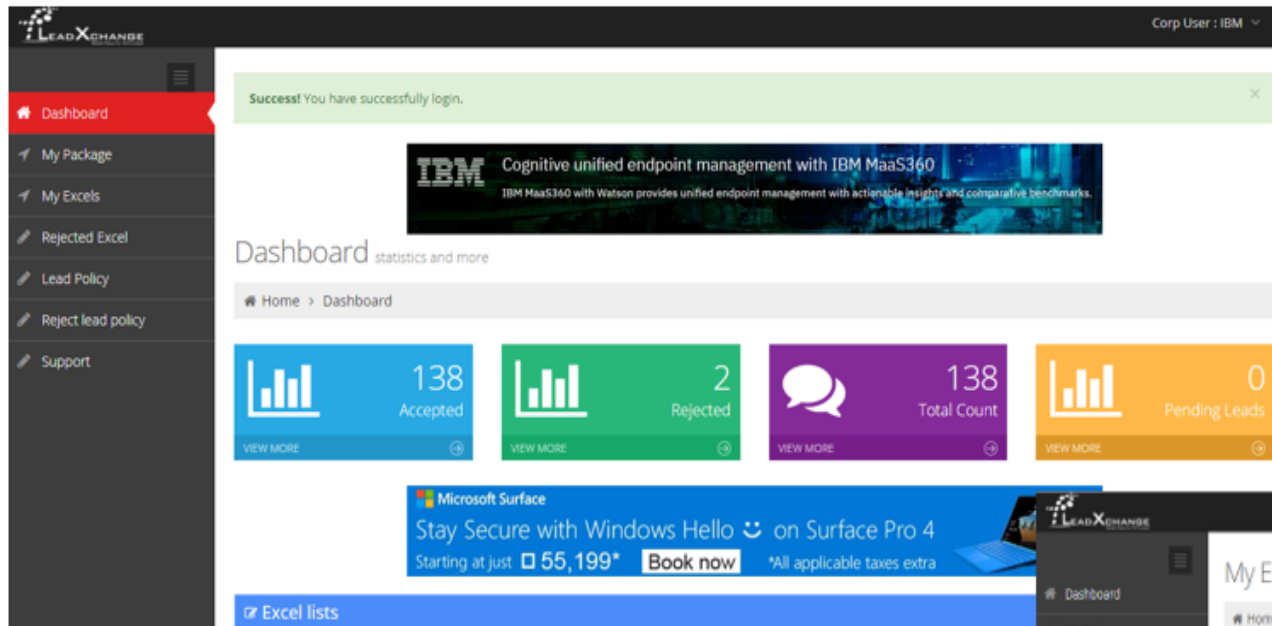
**Achievements** – 100 Valid Attendees in India (at 10 AM Weekday)

**Business Generated** – TBC

# HQL Criteria for Lead Generations

BANT Criteria		
	HQL – High Qualified Leads (Fulfill BANT)	NQL – Nurturing Leads (Partially fulfill BANT)
<b>Project Confirmed with Budget</b>	Project confirmed with or without budget	No confirm project
<b>Authority</b>	Decision makers / Influencers	Decision makers / Influencers
<b>Need</b>	Customer Needs and Pain points have been identified.	Customer Needs and Pain points have been identified.
<b>Time</b>	Within 3-9 months	6 – 24 months
<b>Solution Discussed</b>	Requirement can be met.	Requirement can be met.
<b>Next Steps</b>	Demo Request, RFP, Vendor Evaluation	Send Information, Events, Marketing Activities

# Lead Monitoring & Management



Success! You have successfully login.

**IBM** Cognitive unified endpoint management with IBM MaaS360  
IBM MaaS360 with Watson provides unified endpoint management with actionable insights and comparative benchmarks.

Dashboard statistics and more

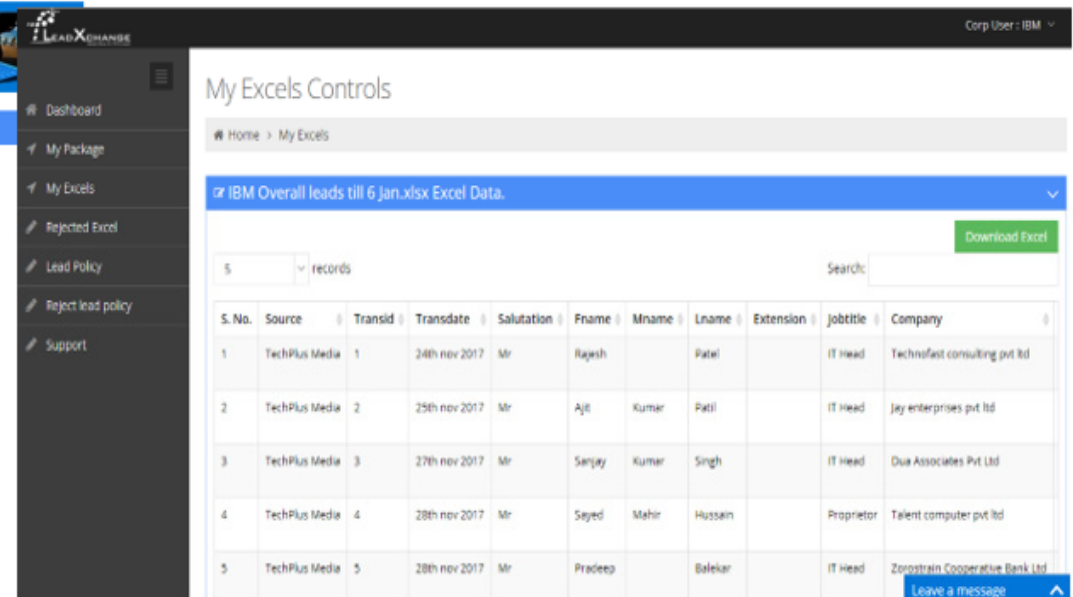
Home > Dashboard

138 Accepted	2 Rejected	138 Total Count	0 Pending Leads
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Microsoft Surface  
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Excel lists

Monitor and manage your lead through Leadxchange From Anywhere at Anytime



My Excels Controls

Home > My Excels

IBM Overall leads till 6 Jan.xlsx Excel Data. [Download Excel](#)

5 records

S. No.	Source	Transid	Transdate	Salutation	Fname	Mname	Lname	Extension	Jobtitle	Company
1	TechPlus Media	1	24th nov 2017	Mr	Rajesh		Patel		IT head	Techinfest consulting pvt ltd
2	TechPlus Media	2	25th nov 2017	Mr	Ajit	Kumar	Patil		IT head	Jay enterprises pvt ltd
3	TechPlus Media	3	27th nov 2017	Mr	Sanjay	Kumar	Singh		IT head	Dua Associates Pvt Ltd
4	TechPlus Media	4	28th nov 2017	Mr	Sayed	Mahir	Hussain		Proprietor	Talent computer pvt ltd
5	TechPlus Media	5	28th nov 2017	Mr	Pradeep		Balekar		IT Head	Zorostrain Cooperative Bank Ltd

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**Thank You!**