

GTT accelerates revenue and increases engagement with content experience



The client

GTT is a top-ranked, global Tier 1 IP network that connects people across organizations, around the world, and to every application in the cloud.

The challenge

GTT noticed that over the past five years, telecom companies all started to sound the same. Even worse, they often use jargon-packed marketing fluff that annoys and confuses business leaders and frustrates engineers trying to source and operate a seamless global network.

GTT knew that it was different from competitors—both in communication and how it delivers to its customers. Unfortunately, a sizable portion of the telecommunications market didn't know this. To get its message out, GTT needed a campaign unlike any other. So, the company asked Intelligent Demand to help.

The request

- Develop an integrated strategy for brand awareness and organic growth, leading with a new product offering: SD-WAN.
- Execute a complex demand gen campaign that would generate new leads while also helping GTT stand out from its competitors.
- Create an engaging, personalized content experience that would live in a modern, user-guided environment.
- Improve technology infrastructure to support more sophisticated, account-targeted marketing campaigns.

The strategy

Despite new leaders joining the organization, the company had been growing mostly by acquisition instead of integrated marketing or demand generation campaigns. The client wanted to invest in organic growth and lead with a new product offering: SD-WAN.

In order to align GTT's message with its audience in an engaging way, our team first decided to lump all GTT's competitors into one bucket and label it "Big Telco." To bring "Big Telco" to life and drive engagement, our team:

- Created a series of digital shorts and engaging content that would live in a modern, user-guided content environment. These short videos followed the campaign concept "Big Telco Translation Service."
- Chose Uberflip to host the content since the platform puts much of the control in the hands of the leads themselves. We wanted to give GTT's customers a self-guided mechanism to enter the content experience.
- Introduced a level of marketing automation that had never been implemented at the company. The campaign encourages engagement from active leads with a 10-touch email nurture using Marketo and a retargeting campaign that actively serves leads with content they hadn't previously engaged with. This allows GTT to create a better and more personalized user experience.

The results

In its first several months in the market, GTT's Big Telco Translation Service campaign produced remarkable results. The overall campaign drove above-benchmark MQLs for GTT, with content engagement metrics indicating that the hub was a significant driver of prospect engagement.

Multiple content pieces demonstrated a higher-than-average 13%+ conversion rate on form fills for lead generation, and content performance metrics provided clear strategic direction for further content development. Furthermore, the content experience campaign demonstrated above average engagement, generated significant revenue impact, and created valuable buy-in from GTT's executives.



Exceeded year 1 revenue goals



Demonstrated above average engagement with target accounts



Created valuable buy-in from company executives

Our SD-WAN Resources



Big Telco Sales Pitch

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Big Telco Executive Readout

[VIEW >](#)

Get in Touch with a GTT Representative.

[Contact Us](#)



From Insufferable to Insightful: Translating Big Telco back to English

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What You Need to Know about SD-WAN

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The SD-WAN Process: Foundation to Deployment

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Testing SD-WAN Service is the Easy Part

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Evolving Corporate Networks and the Business Case for SD-WAN

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How SD-WAN Unfolds: Big Telco vs. DIY

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Big Telco's CEO has a message for you

[Watch the Video](#)

Hi there,

Watch [this video](#) and learn a little more about Big Telco's priorities.

Ready to chat about SD-WAN with one of our experts?

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Our SD-WAN Resources

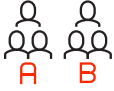
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Big Telco Executive Readout

Our insights



Create something unexpected: There's a tendency in B2B to stick to traditional styles of marketing, but we think bold, memorable creative significantly outperforms conventional B2B campaigns.



Have a bias toward action: Testing and learning beats philosophy and talking.



Make the transition from content marketing to content experience: When moving from lead-centric to account based, personalizing the content experience can transform the way content performs. Use the right technology and the right content environment to get that valuable content ROI.



Get your tech stack in place at the beginning: When we first started with GTT, they had never executed any type of marketing automation. At a minimum, having a marketing automation platform that is properly integrated with your CRM system, which is integrated properly with your website/CMS system, will transform your marketing operation.



Align marketing and sales: Sales and marketing both play a critical role in growing revenue. Align on target accounts, goals, and messaging early on, and this alignment will keep your revenue engine running strong.

Get the results you need, right now.

Intelligent Demand is ready to grow your revenue and accelerate your business. Reach out today, and we'll create a solution that's right for you and your team.

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Integrated Growth.**

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