

A photograph of two women sitting at a table in a meeting. The woman on the left has short, light-colored hair and is wearing a dark jacket. The woman on the right has long, dark hair, wears glasses, a black leather jacket, and an orange turtleneck. They are both looking at a document on the table. The background is a blurred office setting with large windows.

coterie.

CASE STUDY

Atos


Using data-driven audience insight to strengthen the Atos and Microsoft partnership

Atos

Results

The campaign has successfully positioned the power of two industry giants, while also creating awareness of new products to market, such as Copilot for Microsoft 365 and Atos' sustainability offerings, powered by Microsoft.

Internal engagement

 **400,000+** impressions
(389% of projection)

 **2300+** landing page clicks to portal
(376% of projection)

Coterie worked to target both Atos and Microsoft audiences to raise awareness about the strategic partnership, and encourage co-selling of joint solutions.

The campaign exceeded all projections, with over a quarter of a million internal impressions, and 1000+ clicks to the partner page within a 12-week period.

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External engagement

 **590,000** LinkedIn impressions
(217% of projection)

 **3,602** landing page clicks
(262% of projection)

 **38** Copilot deals tagged with the #PartnerGTM campaign ID

 Over **1/2 mil** views in 12 weeks

 **3,600+** clicks to link

 **0.61%** click-through rate

 **Driven** sales qualified leads

 Created **industry awareness** of two industry giants

 **Raising awareness** of new product to market

 Deals of up to **\$2.7m**

To drive external awareness of Atos and Microsoft's partnership and joint offerings, the awareness campaign successfully touched over 590K viewers in 12 weeks, and achieved over 3,600k clicks to the landing page.

Background

Atos is a global leader in digital transformation, with 105,000 employees and annual revenue of c. € 11 billion. European number one in cybersecurity, cloud and high-performance computing, the group provides tailored end-to-end solutions for all industries in 69 countries. A pioneer in decarbonisation services and products, Atos is committed to a secure and decarbonised digital for its clients.

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The Challenge

Atos was looking to revitalise their partnership with Microsoft, which was lacking focus and drive. Internal and external awareness of the partnership's strengths and joint solutions was low, hindering cross-selling and upselling opportunities.

They had several objectives which can be broken down into three core categories:

1. Strategic:

- To create a framework that would enable sales and marketing teams across Europe.

2. Soft metrics:

- Position Atos as Microsoft's #1 Global System Integrator.
- Create an always-on marketing strategy to build awareness of the partnership benefits to the external target audience, demonstrating how the partnership addresses their key challenges.
- Gain mindshare of Microsoft account leads to work closer with Atos on leads.

3. Hard metrics:

- Increase the number of sales qualified leads by 100% through Microsoft Marketplace.
- Increase awareness and education of the partnership within sales and marketing teams to enable cross-selling and upselling opportunities.
- Raise awareness within Microsoft, growing co-selling opportunities by 50%
- Drive datasheet downloads, creating significant interest in the partnership.



The Solution

Taking a data-driven approach to challenge audience assumptions

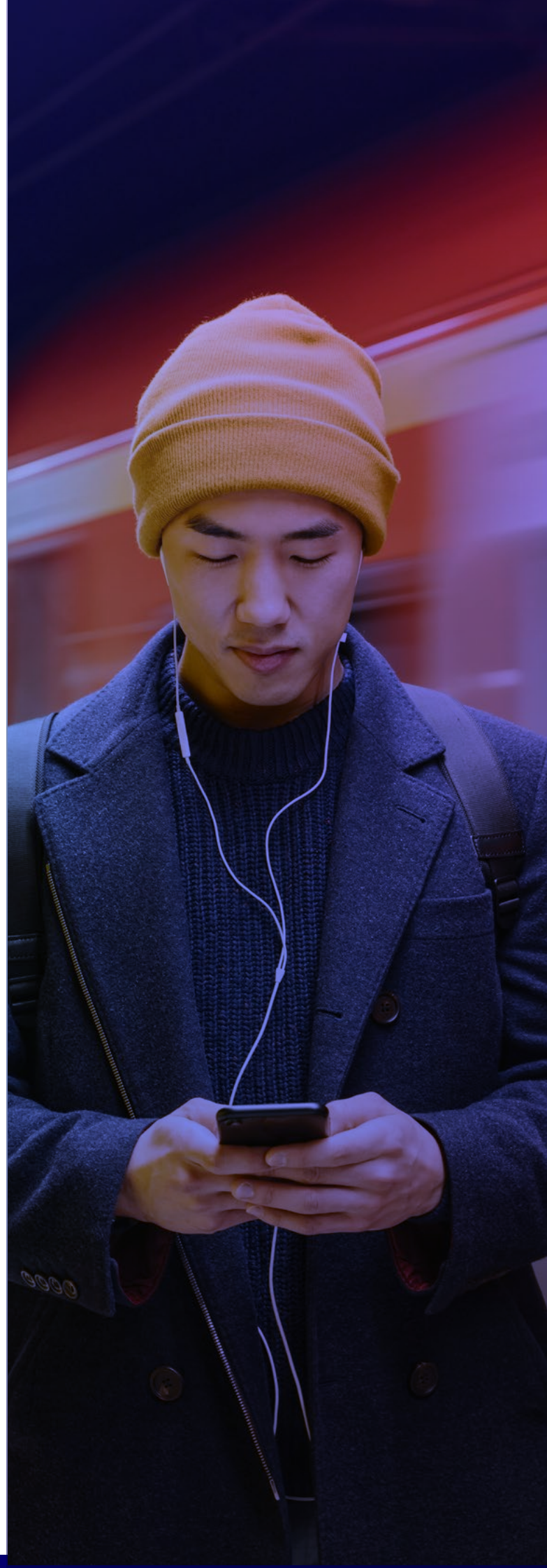
The project began with a target audience list, based on job titles, which was further refined through a workshop session. Using a multitude of independent digital tools, Coterie set out to better understand the target audience. It soon became clear that this list of job titles required further development. For some of the targets, their interests, search terms and online behaviours did not fully align Atos and Microsoft's joint offering.

Through comprehensive research we worked together to create a refined and accurate list, taking a snapshot of their online behaviours, interests, and more importantly, the relevant challenges they were facing. With a deeper understanding of the personas' preferences, we were able to pin-point the most effective and innovative content types, ensuring our creative would resonate, engage and drive sales.

Challenging the status quo with an always-on awareness approach





Whilst 'always on' marketing strategies are commonplace in traditional B2B and B2C marketing, the nature of how partnership campaigns are funded (through MDFs), means that often joint marketing can be stop-start because funds are released by quarter.

Together with Atos we felt it was important look beyond a one-off, short-term campaign, taking a long-term approach with an always-on marketing strategy. We developed a campaign plan centred around delivering a constant drum beat of activity, strategically distributed across various channels including LinkedIn organic, LinkedIn advertising, Marketplace and the Atos website. This strategy included a mix of content types, such as articles, videos, infographics and case studies.



What we delivered




Under the campaign tagline, 'Get your data ready for GenAI,' the joint campaign was centred around four key topics:

-  Cloud Sustainability
-  Copilot
-  Hybrid Cloud
-  AI

Utilising our earlier research and what we already knew about each stakeholder group, we were able to segment our target audience and align them to each of the topics based on how engaged they would be. Our research also extended to each of the topics; we identified key search trends, uncovered the most engaging content formats and the optimum length. This gave us the below framework to align our content to.

What are the campaign themes? →	Cloud Sustainability	CoPilot	Hybrid Cloud	AI
What are people searching for →	<ul style="list-style-type: none"> • How cloud computing impacts environmental sustainability of IT operations • Sustainable alternatives • Financial benefits of sustainability 	<ul style="list-style-type: none"> • How CoPilot could improve productivity • Subscription plans and pricing options • Benefits of CoPilot 	<ul style="list-style-type: none"> • How to secure cloud and hybrid cloud architectures? • How to manage the complexity • Why is hybrid the best approach? 	<ul style="list-style-type: none"> • How Microsoft employs AI to serve customers efficiently? • Increased interest in AI services compared to competitors
What content work best? →	<ul style="list-style-type: none"> • Lists • Why posts • What posts • Between 1k - 2k words in length 	<ul style="list-style-type: none"> • Lists • Video • How-to guides • Interviews • Between 1k - 2k words in length 	<ul style="list-style-type: none"> • Why post • How-to Article • Press release • Between 0 - 1k, 1, 2-k in length 	<ul style="list-style-type: none"> • Interview • Podcast • What post • Between 3,000 - 10000 in length
What job titles will be most engaged? →	<ul style="list-style-type: none"> • IT infrastructure (Management, Cloud Computing) • CDO (strategic, management, leadership) 	<ul style="list-style-type: none"> • IT Procurement • IT Infrastructure • CDO 	<ul style="list-style-type: none"> • IT Infrastructure • CDO • CTO • IT Procurement 	<ul style="list-style-type: none"> • IT Infrastructure • CTO

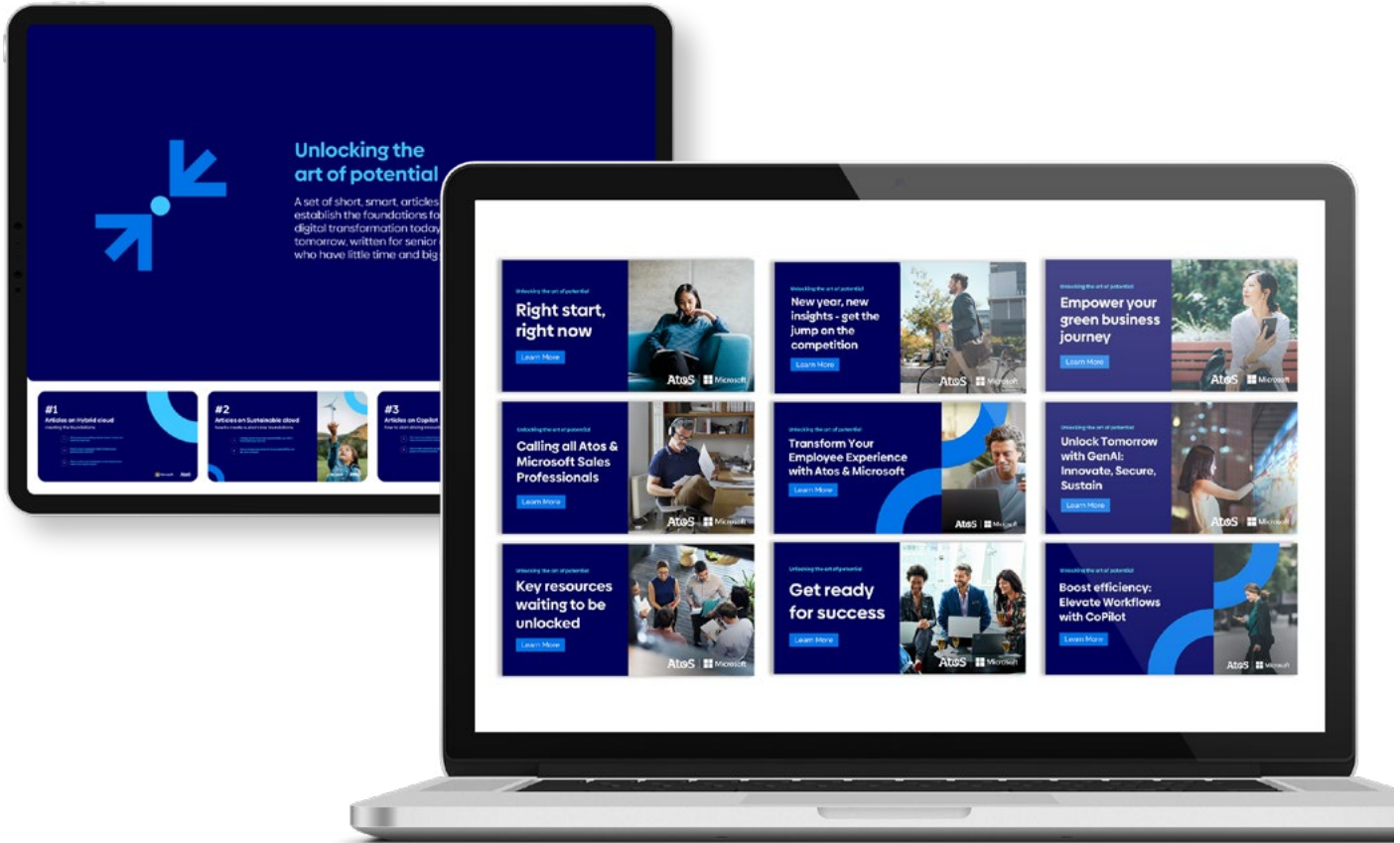
The Microsoft partner page on the Atos website became the central hub for the campaign. Ensuring a real mix of length, type and purposed of content we populated it with:

-  Awareness-led videos
-  Education-lead infographics and articles, designed to answer the questions being asked by the targets
-  Conversion lead assets including case studies and data sheets

Our research also extended to each of the topics; we identified key search trends, uncovered the most engaging content formats and the optimum length.

To reach both internal and external audiences we also created a suite of assets to be used in organic and sponsored LinkedIn posts.

Key solution assets were loaded up on Microsoft's marketplace to ensure consistent messaging across channels.



Driving sales from within

With a new toolkit of assets available to use, we undertook an internal campaign to enable sales teams within both organisations. Our goal was to raise awareness of the Atos and Microsoft partnership, and to encourage them to use the new sales tools we had created with their clients. Through a targeted LinkedIn advertising campaign targeting sales teams globally, we achieved over 400,000 impressions (389% of projection), 223 links to the Atos portal (446% of projection) and 2,228 landing page clicks (376% of projection).

Driving awareness and leads

In addition to our internal campaign, we ran a concurrent campaign out to market. Through a highly targeted LinkedIn advertising campaign, we were able to reach our target audiences with relevant creative and the hero assets most applicable to their roles. The 12-week campaign exceeded expectations, generating over 590,000 LinkedIn impressions (317% more than projected) and 3,602 clicks to the landing page (362% more than projected). The click through rate (CTR) of 0.61% exceeded the industry average. The campaign resulted in 38 Copilot deals from Microsoft, tagged with the #PartnerGTM campaign ID.

Keeping the spotlight always on Atos and Microsoft

Alongside our paid activity, the key focus is always on the Atos and Microsoft partnership. In the tech industry, things move incredibly quickly, which is why we revisit our research every six weeks to keep our fingers on the pulse of market trends, industry challenges, and emerging conversations. This allows us to tweak our content and ensure we're always meeting the needs of our target audiences, thus driving sales, through a responsive always on strategy.

Within a short period of time, Coterie's close collaboration with Atos' partner marketing and Microsoft alliance teams has created a lasting impact for the partnership. Not only have we been able to position Atos as a leading Microsoft partner, but this 360° campaign has driven excitement and engagement internally, within the partner organisation, and in the market. The foundational always-on awareness is creating the platform for future lead generation campaign success.

"I'm thrilled with the strategy, campaign and results delivered by the Coterie team. Over a short few months, we've made a significant impact in the Microsoft partnership in market, as well as within Atos and Microsoft. It's evident by the results that the team has landed relevant partner messaging in a creative, data-driven way."

Colleen Fogerty, Head of Strategic Partner Marketing Ecosystem, Atos

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If you'd like to find out more or discuss an upcoming project with us, you can contact our Customer Success Team.



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