

# Case Study: Local Authorities

Combined promotion generates £6m pipeline

## Case Study

### The Client

Babcock International is a leading engineering support services organisation with annual revenue of over £4.5 billion and an order book of circa £20 billion. Their Infrastructure Integration unit has a primary focus on growth within local authorities and is well established in many other UK sectors including central government.

### The Problem

Looking to build on a recent high value facilities management contract win within the Local Authority sector, Babcock were aiming for similar business opportunities within the same area. Seeking both short- and medium-term opportunities, Babcock wanted to generate new business interest and pipeline.

### The Solution

The solution was an integrated survey and webinar campaign, drawing on the Ingenium data community. The survey component allowed Babcock to identify the organisations, and their relevant key stakeholders, that fit the profile Babcock aimed for. The survey's key findings were fed into a case study presentation, and the Q&A session that served as a key part of the webinar. Media & Marketing Solutions were ideally positioned to support Babcock in shifting from reactivity to proactivity, as the comprehensiveness of our Ingenium data community allowed us to profile and target the local authority sector in a way that supported Babcock's market approach. In addition, our renowned iGov Survey brand meant that the survey achieved a high level of completion. Additionally, our Live solution allowed for the hosting of a webinar, using our resources to facilitate Babcock's lead sourcing and presentation of their message to prospects.

## The Results

The survey generated 149 completed questionnaires from organisations representing 35% of the Local Authority sector. This provided Babcock with some incredibly insightful information which was then used as the foundation for the webinar presentation. The webinar attracted attendance from 20 local authority organisations, each with multiple attendees in strategy, procurement and property management roles.

Following the promotion, Babcock have generated new business meetings with 12 local authorities that has generated a pipeline in the region of £6 million.

35%

organisations representing 35% of sector completed survey

12 meetings generated through campaign

12

£6m

pipeline of £6m as a result of the complete campaign

# Marketing Solutions for the Public and Private Sector

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