



Case Study

Box streamlines campaign management & Ups The Ante On In-House Resources

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About Box

Box provides a secure, scalable content sharing platform that both users and IT love. Over 8 million users and 100,000 companies use Box to manage information and collaboration in the cloud, with enterprise grade security. With Box, content can be shared internally and externally, accessed through mobile devices and extended to partner applications.

Overview

Having previously implemented the Eloqua platform, Box realized they needed an additional Eloqua resource for more strategic automation processes, in addition to responding to day-to-day activities. Box also wanted to ensure that it was maximizing the value of its automation investment, particularly for its inbound inquiry needs. Based on a customer audit, Box approached Couch & Associates to solve their business challenges.

Outcomes:

1. Increased revenue and improved revenue tracking
2. Optimized organizational functionality teams

Key Considerations

1. Qualify prospects and inbound inquiries more effectively.
2. Integrate further with Salesforce.com, to tie activities back to the CRM system.
3. Streamline prospects' progress through the sales funnel by leveraging more efficient lead scoring and nurturing programs.

Approach



Investigation

- Analyze Box's existing lead nurture programs to discover inefficiencies.
- Inspect the relationship between Eloqua and Box's Salesforce.com CRM to understand what information is being shared between the two platforms.



Development

- Develop Box-branded surveys for the lead nurture program.
- Build a custom cloud connector that is used for 3rd party integrations into Eloqua.
- Create new lead nurturing programs to incorporate lead scoring and effectively qualify prospects.



Execution

- Streamline and automate tasks such as email and newsletter sending, email creation within Eloqua and template usage.
- Further integrate Eloqua with Box's CRM system, enabling better tracking of all programs and campaigns and providing the Box Sales team with more information on each incoming lead.
- Train Box's marketing automation manager on how to directly build up key programs and develop emails and landing pages to improve in-house efficiency.

Results



1. Scalable and easy-to-repeat processes for program and campaign management



2. Ability to track the real ROI of marketing initiatives



3. Greater understanding within the Box team of how to maximize marketing automation investment



4. Optimized functionality across the organization through enhanced visibility into opportunities and establishment of foundational processes



I think the beauty of the programs that Couch & Associates built out is that they're built for scale and longevity. These programs are sustainable for the long term.



— Joyce Sohn,

Product Marketing Manager, Box



To achieve similar results for your business visit <http://couch.associates> and speak to one of our consultants today.