



A ClearEdge Marketing Case Study: Harvey Nash USA

Award-winning webinar series positions Harvey Nash as thought leader, expands sales reach

The Client

A global professional recruitment firm and IT outsourcing service provider with clients throughout Europe, Asia and the U.S., Harvey Nash is a trusted advisor to some of the world's leading businesses, governments and institutions.

The Challenge

IT leaders across the U.S. were eager for Harvey Nash insights and expertise on technology industry trends, including outsourcing and offshoring. With a solutions group that operates on a national scale, they were faced with the impossible task of being in all places at all times. Harvey Nash turned to ClearEdge Marketing, its long-time strategic marketing partner, for a solution.

The Solution

ClearEdge recommended its client host a free webinar series. With minimal demand from the sales team, the series would:

- Enable the Client to reach a broad audience of IT leaders across the U.S. with discussions of salient IT industry issues important to the audience
- Position the Client as a thought leader in the IT services marketplace
- Provide the Client with a way to stay in touch with prospects in a value-driven way while continuing to educate clients on all of its services

It was a low-cost solution with a huge potential upside. Events drive immediate account activity and provide an opportunity to archive and promote presentations across multiple online channels — requiring little past the initial investment.

Harvey Nash's quarterly webinar series allowed the companies' senior leaders to engage with dispersed clients and prospects around the globe on a regular basis. In addition, the webinars allowed Harvey Nash to demonstrate its thought leadership and internal subject matter expertise beyond the realm of IT recruitment. Sample topics covered:

- Setting Yourself Up for Offshoring Success
- Android: A Mobile Technology Revolution
- Achieving the Right Balance in Your IT Organization
- The Harvey Nash Strategic Insights Survey
- Cloud Computing – Clearing Up the Fog

ClearEdge's senior writer worked with Harvey Nash's SVP of Technology Solutions, Anna Frazzetto, to develop the topics, content and presentations. This included a series of poll questions to keep the audience engaged and to collect intelligence for the sales representatives. Once each installment was finalized, ClearEdge facilitated a dry run of the webinar.

ClearEdge moderated the webinars using a popular third-party tool, which allowed participants to register for the event, and Harvey Nash to simultaneously gather key information to ensure the presentation and subsequent business development was geared to each audience.

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Along with creating the presentations, ClearEdge developed pre-event promotions, including:

- An announcement of the webinar series to internal staff, who in turn, could then leverage the event as a reason to reach out to clients, prospects and candidates
- An email template that the sales representatives and recruiters could easily customize and send to their contacts
- A Harvey Nash-branded HTML email invitation to blast to its CRM database
- Email signatures and sample social media content the sales team could post to their LinkedIn, Facebook and Twitter profiles
- Updates to Harvey Nash's website, Facebook pages and Twitter profile, promoting the series

Following each webinar, ClearEdge developed post-event communications including:

- A "Thank You" email for all attendees
- A "Sorry We Missed You" email for those who registered, but did not attend
- A follow-up blog summarizing each webinar including a transcript of the question and answer session

The Result

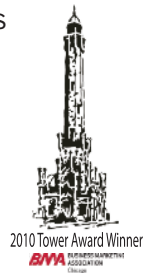
The webinar series exceeded all of Harvey Nash's objectives.

With a range of 60-100+ people attending each webinar, to date, the Harvey Nash sales representatives have been able to secure over 40 appointments and had five deals in the pipeline at the conclusion of its 2010 series.

The webinars uncovered new opportunities and offered sales representatives a value-based reason to meet with clients. When the reps connected with prospects, the webinars acted as an icebreaker and effectively raised the overall awareness of Harvey Nash and their capabilities.

The webinars lent the Client substantial credibility in the IT industry and helped differentiate them from the competition. Harvey Nash also received valuable insights from webinar attendees that they were then able to leverage on sales calls and subsequent webinars.

Furthermore, the successful webinar series was acknowledged by the Business Marketing Association (BMA), which recognizes strategic and creative excellence in B-to-B marketing nationwide through its annual Tower Awards. Harvey Nash was the recipient of the 2010 Gold Tower Award for Best Webinar.



*"The webinars create **substantial credibility** for Harvey Nash and allow us to engage in discussions about being more than a staffing partner. We have been able to meet with past clients that we haven't worked with in some time. In addition, **the webinars allowed us to bid on projects we weren't previously considered for,**" said Anna Frazzetto, SVP, Technology Solutions, Harvey Nash USA.*



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