

Case study: Scottish Enterprise

Putting team development at the centre of delivering killer marketing results



B2B Marketing

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Scottish Enterprise is on a mission.

By providing training, funding and support to high-growth companies, its goal is to attract innovative businesses to Scotland that will fuel a high-wage, high-productivity economy.

It's an ambitious plan, with over £339 million to invest annually and targets to support up to £1.4 billion of turnover growth for the Scottish economy.

A mission like this requires some seriously skilled and innovative marketing resource behind it. And that's just what Scottish Enterprise (SE) set out to achieve.

The marketing challenge

Attracting innovators means being innovative, and for SE that meant developing world-class digital marketing capabilities.

Like many organisations, SE knew its 20-strong marketing team – some from B2B and some from B2C backgrounds – had digital marketing skills gaps that needed to be filled.

It required everyone in the marketing team to be operating with the same high level of digital B2B marketing capability. It needed the team to be way ahead of the curve. So, SE turned to B2B Marketing.

The bespoke enterprise training solution

Working with a dedicated account manager, the brief was to deliver a high-value, bespoke training and team development solution that could be delivered in a one-day workshop.

The discovery process

The first step is always to talk to the people who matter: the team. To begin the process, B2B Marketing's client solutions team surveyed all 20 members of the SE marketing department.

This detailed research highlighted the skills gap and some very specific training needs that, once addressed, could make the team stellar.

These findings, combined with SE's business and strategic marketing objectives, enabled B2B Marketing to design a killer, business goal-aligned training day.

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How the day looked

The solution included an Enterprise B2B Marketing membership providing unlimited access to all online member resources alongside a bespoke one-day workshop that focused on:

- › **Lead generation and nurturing through social media** – the team was given a framework for using social media as a highly effective tool in its lead generation and nurturing campaigns.
- › **Content marketing** – the team was taught how to develop a strategic approach to creating user-centric content that generates real traction and engagement.
- › **Brand building** – the team was empowered with a practical understanding of the role of brands in a digital age.

The reaction



In the follow-up evaluation survey, 100 per cent of SE's marketing team members said the training programme was 'excellent' or 'very good'.

The training day itself was so popular that SE decided to double its budget and get the entire training day rolled out to a whole new set of colleagues in the organisation.

The impact

Since taking part in B2B Marketing's bespoke training workshop, the Scottish Enterprise marketing team has delivered an overall increase in engagement across all its digital channels.

The team delivered a milestone achievement of hitting 100,000 LinkedIn followers on its SDI company page, following the social media training.

This KPI alone places the SE marketing team at number one in its marketplace for overall engagement via content marketing.

Most significantly of all, the up skilled team went on to secure a record number of marketing qualified prospects as a result of its newly empowered social media and content marketing approach.



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Find out more

B2B Marketing provides research, training, events, networking, skills audits and the Blueprint marketing transformation programme to help your team achieve the same transformational success as Scottish Enterprise.

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Go to b2bmarketing.net/join
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