

MODERN MARKETER PROFILE

Lenovo SMB Marketing Leader Creates a New Business Initiative, Taps Into Underserved Market

Lenovo

36%

Recognizing a golden opportunity in the undervalued small business market, a global technology company used Oracle Marketing Cloud (along with other marketing automation tools) to tap into a new market and grow its OEM direct business by 36 percent for two consecutive years.

In addition to being the world's largest PC maker, Lenovo is a Fortune 500 company and a leading provider of consumer, commercial, and enterprise technologies—including workstations, servers, storage, smart TVs, and a wide range of mobile products. As the Executive Director of Marketing in North America, Jennifer Downes recognized a golden opportunity in the predominantly underserved small business market, which makes up more than 99 percent of businesses in the United States. Believing that the traditional purchase path and funnel are virtually dead, Downes leveraged her entrepreneurial spirit to build a business case that outlined how tapping into the small business market would help the company significantly expand its market reach and grow its bottom line.

CHALLENGES

- Tapping into the small business market
- Developing a strategic approach and implementing the tactical solutions
- Building a compelling business case and obtaining approval from the Lenovo leadership team

SOLUTIONS

- Hyper-targeting and segmentation by business size, mindset, and lifestyle
- Cross-channel lead generation and management
- Branded and curated content development and amplification

RESULTS

- Grew the company's OEM direct business by 36 percent for two consecutive years
- Built a marketing model that can be replicated for other untapped markets

After receiving approval on the business case, Downes immediately rolled up her sleeves and assembled a team of in-house marketing and digital experts, and selected several marketing automation partners. Together, they developed a customer-focused marketing strategy for the small business market and employed modern marketing tools—such as Oracle Marketing Cloud and third-party demand generation tools—to achieve their ambitious goals in a short amount of time.

"Jennifer's ability to lead and inspire a small team of employees and agencies has risen to the level of art form," said Ellen Migliaccio, Group Director, Client Services, Americas for MarketOne International, a Lenovo marketing automation partner. "Her direction is clear; her willingness to start over or reinvent is inspiring. Everyone working for Jennifer is accountable and all are empowered. She creates the environment we all wish to work within." By driving a media- and route-agnostic marketing approach and empowering her team to do what they do best, Jennifer Downes became an agent of change within Lenovo, and pioneered a path for the company to market and sell to small businesses. Her success is evident in the overall bottom line growth by 36 percent in OEM direct in two consecutive years.

Learn more at: oracle.com/marketingcloud