

## Reaping the Rewards of Opportunity Creation

### *Through Strategic Lead Nurturing, Lawson Software is Keeping its Sales Pipeline Stocked with Ready-to-Buy Leads*

**S**impler is better. That's the driving philosophy behind Lawson Software, which develops, services, and supports market-leading Enterprise Resource Planning (ERP) solutions for 4,500 customers across the globe. Lawson applications are designed to help organizations streamline administrative processes, reduce costs, and improve operational performance in an era of increasing competition and waning budgets.

A publicly-traded company, Lawson serves a broad spectrum of industries such as health-care, public sector, manufacturing, food and beverage, fashion, and financial services. The company's suite of scalable solutions includes Human Capital Management, Enterprise Financial Management, Supply Chain Management, Customer Relationship Management, Manufacturing Resource Planning, and Enterprise Asset Management.

### **A Shrinking Economy Creates Mounting Challenges**

Lawson is a company that recognizes the importance of providing well-qualified opportunities to its sales force. But as the recession ramped up two years ago, these opportunities had become fewer and farther between. "Historically, although we may have generated 2,000 inquiries in any given quarter, only 8 to 10 percent of these leads were qualified," Cook says. "The disqualified leads just sat there collecting dust—we had no strategy for nurturing or following up with them."

Another challenge Lawson faced was internal pressures to maximize its marketing budget and its return on investment. "We discovered that with outbound telemarketing, an average of 500 cold calls is needed to yield a qualified prospect," Cook explains. "The consumption of time and resources is significant, and the return is poor. We knew that it wasn't a tenable or sustainable way to drive new business."

**Company**

Lawson Software

**Founded**

1975

**Headquarters**

St. Paul, MN

**Industries**Financial Services, Healthcare,  
Public Sector, Manufacturing,  
Maintenance, Supply Chain**Products**Industry-specific Enterprise  
Resource Planning  
(ERP) software**Quick Stats**Employees: 1,700  
Global offices: 40**Ticker Symbol**

LWSN on NASDAQ

**Revenue**

\$852 million USD

“Instead of just ignoring leads that aren’t immediately qualified, we now keep the conversation going, moving them down the continuum from awareness to preference. When prospects do enter the buying cycle, Lawson is top of mind. It’s not just a one-time shot with our audiences anymore.”

-John Cook,

Global Marketing Director, Lawson Strategic Human Capital Management

## The Solution: High-Impact, Low-Cost Digital Demand Creation

For help in cultivating a healthier pipeline for its sales team, Lawson turned to OppSource. Explains Cook: “We were looking for more than just lead generation; we were interested in opportunity creation. OppSource truly bridges the gap between our marketing inquiries and sales-ready leads. They work very collaboratively with us to ensure that we deliver quality opportunities to our sales force. OppSource also helps us maximize the potential of not-yet-ready leads by nurturing them until they reach that critical point in the buying cycle. This process ensures that no lead is ever wasted.”

OppSource designed a cost-effective, multi-faceted lead nurturing program for Lawson that includes the

following components:

- **Messaging and Positioning** – OppSource works with Lawson to create compelling, buyer-centric messages that align with each of its vertical audiences. “Certain offers work better than others,” Cook says. “OppSource helps us make that determination and continually refine our approach based on results.”
- **Microsites** – “The product-specific microsites that OppSource has created for us are invaluable. Not only do they draw traffic from our prospects; our sales force relies on them for communicating with contacts in their target accounts. The microsites give our sales reps even greater ability to advance prospects through their sales pipeline.”
- **Email Marketing** – Lawson sends out 2 to 3 offer-centric emails every quarter to its various audiences. The offers are generally focused on a relevant white paper, case study, or demo which can be downloaded by visiting a highly targeted microsite.

“No two industries have the same business needs. We base our solutions on the distinct requirements of each sector,” says John Cook, Global Marketing Director of Lawson Strategic Human Capital Management. “And we believe we offer more value per dollar invested than any other ERP vendor today.”

- **Teleprospecting** – OppSource staffs an onsite teleprospecting team that follows up with Lawson microsite visitors based on their level of activity. “This enables us to reach a prospect at the critical moment of interest,” says Cook. “It also allows for a more personalized, one-on-one dialogue to take place.”
- **The OppSource View** – This proprietary reporting portal allows Lawson to analyze the impact of their digital communications, including number of click-throughs, respondents, bounce-backs and additional interaction detail. “This level of insight is essential because it gives our sales people the proper context for engaging with each individual prospect.

## Results That Speak Volumes

Cook says that having OppSource serve as a “one-stop” service provider has meant a much more consistent and repeatable outcome for the company each month. This new approach to lead generation yielded significant results. In the last quarter alone, Lawson generated more leads from this nurturing campaign (the former leads that use to collect dust) than from any other source and this alone drove just under \$1M in additional pipeline that would have otherwise gone to Lawson’s competitors.

Implementing OppSource programs has also significantly lowered the cost of obtaining qualified sales opportunities. Now, instead of needing 500 cold calls to produce a legitimate prospect, OppSource’s teleprospecting team is able to generate a ripe sales opportunity within 100 dials. This opportunity is then passed to sales, which can get to work on closing the deal.

“A lot of marketing agencies get caught up in the things that have the least impact for their clients, such as pretty pictures and expensive packaging. OppSource understands what levers to pull to get the maximum impact. They have a very strategic view as far as driving sales opportunities.”

## A Growing Partnership

Cook views OppSource as a crucial partner for Lawson, citing the lead nurturing program as its most successful marketing initiative to-date. “OppSource goes well beyond being a simple marketing service provider. Their background and expertise in high-tech marketing enables them to bring added value to the table. Helping a company grow its sales pipeline takes a great deal of expertise, effort, and discipline—and OppSource truly shines in these areas.”

What does the future hold for Lawson? The software innovator is currently working with OppSource to create a new program that focuses on exclusive accounts. “These are larger enterprises that are generally tougher nuts to crack,” Cook explains. “We’re going to be doing a lot of personalization and very closely tracking prospect activity.”

For now, Cook fully expects the momentum of its lead nurturing efforts to continue. “We’re constantly generating leads from multiple sources and flowing them into the nurturing campaign. The program has a snowball effect, and its impact is always growing. I’m excited to see where our relationship with OppSource takes us.”

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## Business Benefits Realized

- Increase in sales-ready leads
- Lower cost of generating qualified leads
- Improved productivity for sales team
- Increased ROI on marketing initiatives

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