

BEST CASE: SLACK

Everything from a single source:
From content creation to lead generation





COLLABORATION & GOAL SETTING



SLACK BEST CASE

COLLABORATION

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The task: Primary data collection on worker preferences in Germany regarding working models, company culture, and technology.



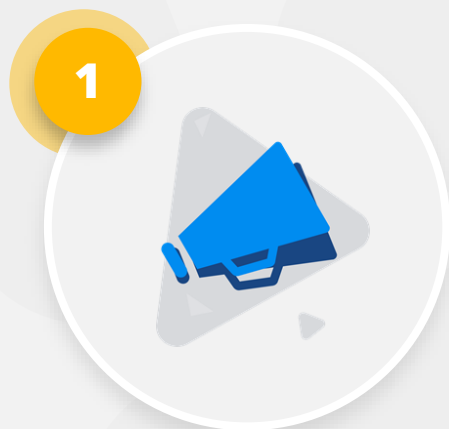
The result: Within a short period of time, one topic turned into four content pieces: [study](#), [webinar](#), [infographic](#) & [interactive microsite](#).



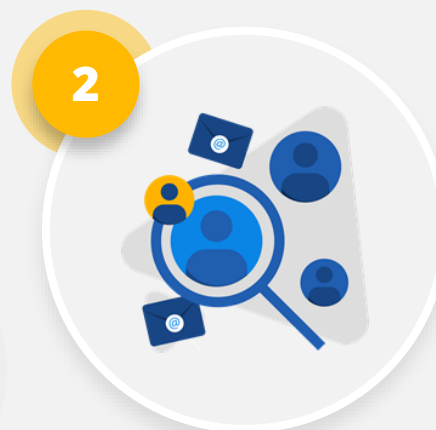
Slack takes full advantage of our offer: From primary data collection to content piece creation to lead generation



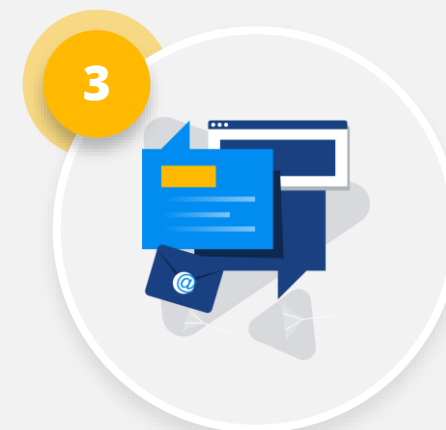
**THE FOLLOWING GOALS ARE TO BE
ACHIEVED THE CONTENT FORMATS:**



**Increase brand
Visibility + Build reach
and awareness**



Leadgeneration



**Positioning as a thought leader
for successful collaboration
from anywhere**



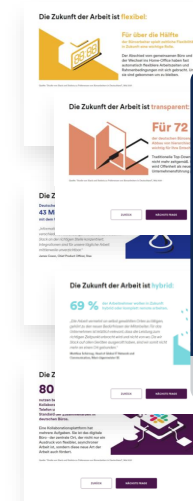
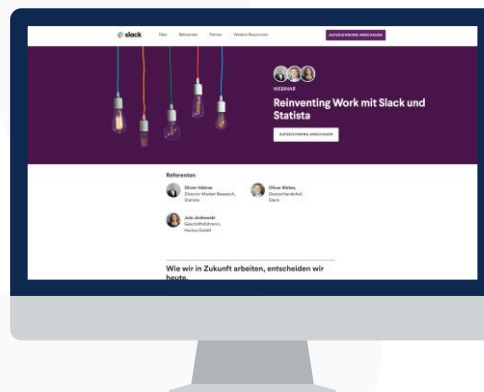
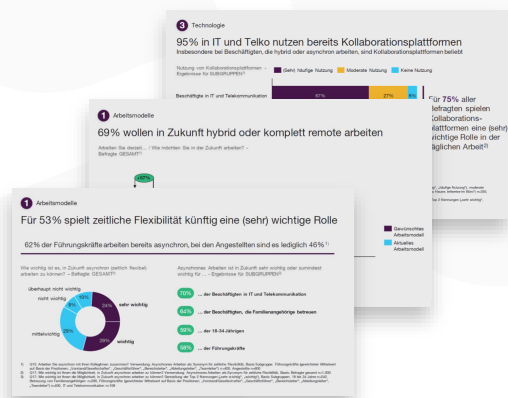
SLACK BEST CASE

360° COMMUNICATION

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Slack takes full advantage of our offer: From primary data collection to content piece creation to lead generation.

+ LEAD GENERATION OF MARKETING QUALIFIED LEADS



1

STUDY

2

WEBINAR

3

INFOGRAPHIC

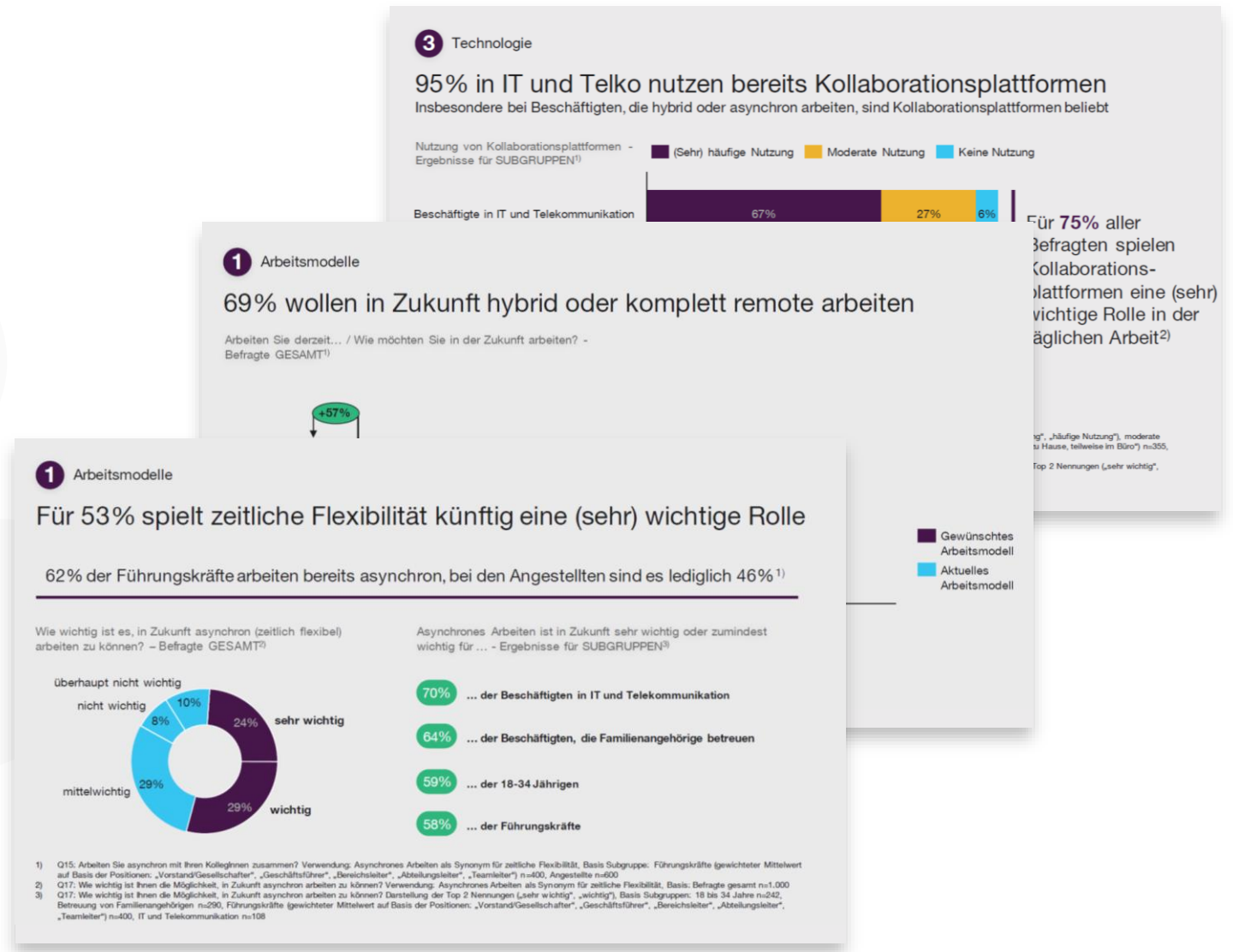
4

MICROSITE



SLACK BEST CASE 1: STUDY

- Primary data collection on worker preferences in Germany regarding working models, company culture, and technology.
- **The goal:** To identify trends in the new world of work and examine how they influence collaboration between colleagues.
- **Method and sample:** Online survey of 1,000 people who use their computers daily, working either full- or part-time in Germany, between the ages of 18 and 65.



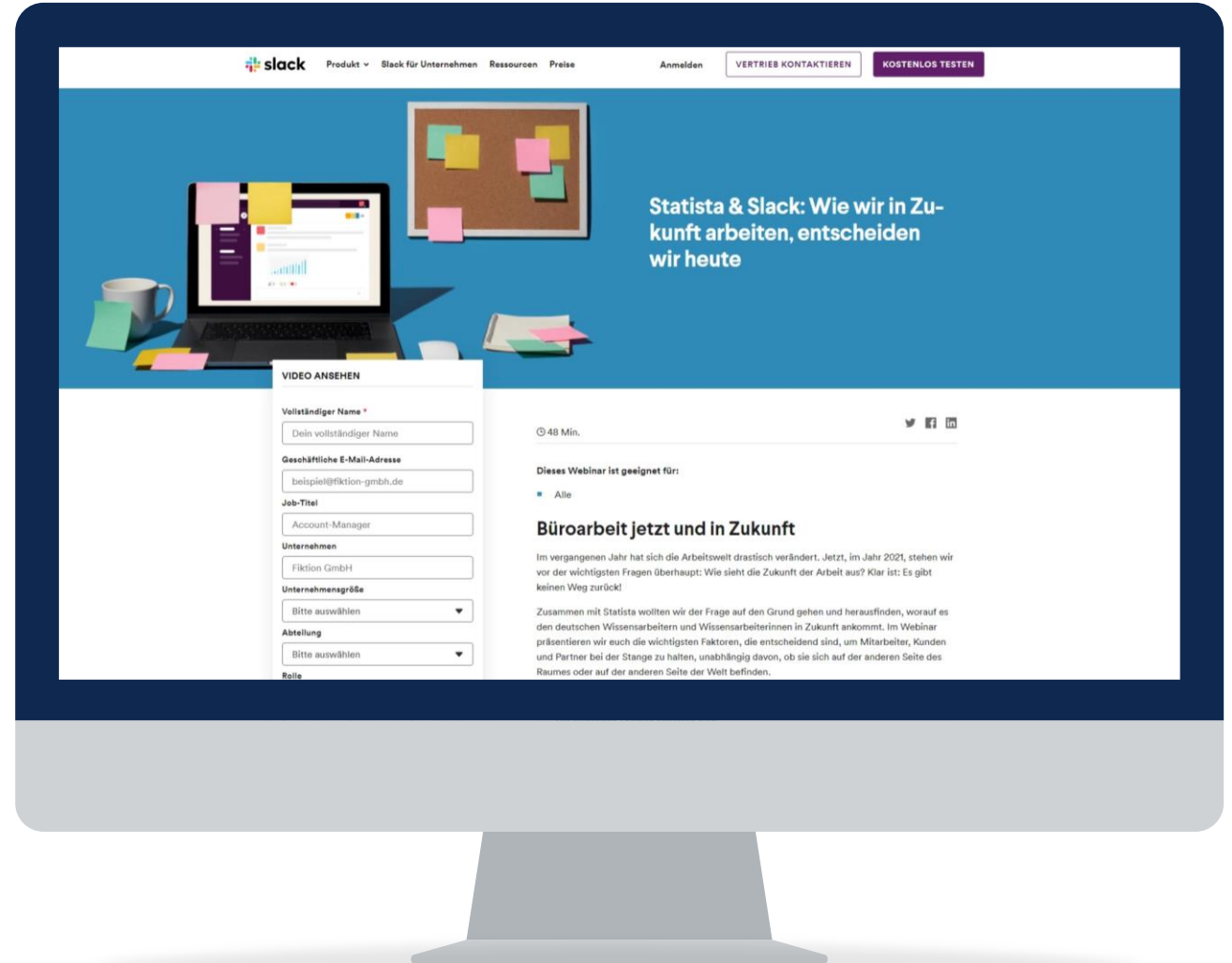


SLACK BEST CASE

2: WEBINAR

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- > The results from the **“Reinventing Work”** study were prepared for a webinar and presented to Slack customers and partners.
- > To be found at reinventingworkwithslackandstatista.splashthat.com

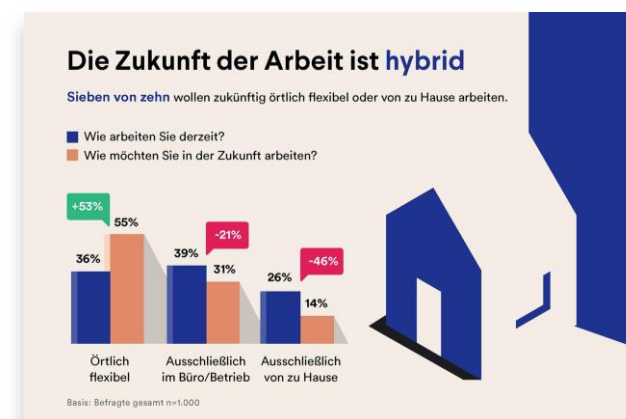
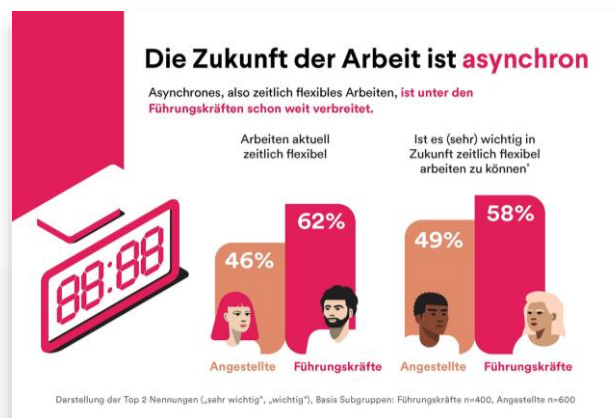




SLACK BEST CASE

3: INFOGRAPHIC

- > This is based on the results of the study and is available for download on the interactive microsite.
- > The infographic will be used as an asset to generate leads.





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4: MICROSITE

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- > An **interactive microsite** was created based on the study, where users can find out what their work style is and where they stand in comparison to their colleagues.
- > There are a total of **5 questions**. For each one, there is a result that stems from the study.
- > **The goal:** To gather more information about users and to generate new leads. Once they submit their contact details, users will receive their result.





BEST CASE SLACK

DISTRIBUTION STATISTA STAND ALONE MAILING

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Recipients

55,000



Opening rate

16.48%



Click rate

4.5%

STAND-ALONE MAILING:

- > Slack placed the content asset within a **monothematic mail**
- > The content was disseminated **among Statista users** to generate contacts
- > Users were linked to an **external landing page**



BEST CASE SLACK

LEAD GENERATION FILTERS

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Together with our partner LeadFactory, we generated qualified leads for Slack through the business.today Network.



WE DEFINED A DETAILED FILTER TOGETHER WITH SLACK AND LEADFACTORY:



TARGET INDUSTRIES:

- > Manufacturing
- > ICT
- > Services
- > Commerce
- > Health care
- > Education
- > Energy



DECISION-MAKING LEVEL:

- > Level 1
Owners, C-Level
- > Level 2
Management
- > Level 3
Managers, Experts



COMPANY SIZES:

- > 200 Employees



DEPARTMENTS:

- > Tech & Development
- > IT
- > Sales
- > Service
- > HR

100 Leads
in
3 Months!

QUALIFIED LEADS FOR SLACK

A lead for Slack includes all the relevant information for sales activities.

Company

Address

Work e-mail

Company size

Industry

Full name

Position

Department

Decision-making level

Phone extension

Double opt-in information

Unternehmen

Firmenname: Beispielfirma

Rechtsform: GmbH

Land: Deutschland

PLZ • Ort: 22453 Hamburg

Str. • Nr.: Papenreye 53

Telefon: +49403289052330

Faxnummer:

E-Mail Adresse: info@beispielfirma-xy.de

Webseite: www.bsp-firma.de

Betriebsgröße: 100-199

Branchen: Informations- und Kommunikationsdienstleis

Kontakt

Anrede: Herr

Vorname: Jens

Nachname: Schmidtman

Jobtitel: Head of BTN Content Solutions

Geschäftsbereich: Marketing • Werbung • PR

Entscheiderlevel: Hauptabteilungsleiter • Bereichsleiter • Proku

E-Mail Adresse: info@beispielfirma-xy.de

Telefonnummer: +49403289052336

Mobilnummer: +491724356440

Xing Profil:

Business Intelligence

Recherche Tools:

Kontakt ist Lead in folgenden Kampagnen:

Kontakt hat folgende Newsletter erhalten:

Unternehmen ist Lead in folgenden Kampagnen:

Interne Info

Ist ein Beispiel Lead:

Datum	IP-Adresse
Registriert 18.10.2017 09:27	188.108.238.94
Opt-In 18.10.2017 09:27	188.108.238.94
PDF Online gelesen 18.10.2017 09:27	188.108.238.94

Optin anfragen Excel Export Vormerken Mautic GoToWebinar Woodpecker SugarCRM x LinkedIn Löschen Speichern in -> Netto Leads bearbeitung MQL Optional Schliessen

OUR CLIENTS

“In my marketing strategy, data storytelling is **paramount**. It is incredibly important that whatever is said about a product can be demonstrated. And the best way to do that is with **numbers, data, and facts**. When that's not done, it can quickly come to pass that the content appears implausible.”



ANN-KATRIN MAIWORM

HEAD OF MARKETING DACH

Slack



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