



Casey Le <casey@caseyle.com>

Google Apps Marketing Roundup - 2015 Q1 & Q2

Casey Le <casey@caseyle.com>
To: Casey Le <casey@caseyle.com>

Fri, Aug 23, 2024 at 1:16 AM



\$247M
impacted
pipeline

\$87M
in
bookings

\$445M
in
LTR

1.3M
free trials
given

400K
customers
acquired

Scaled Acquisition

Top Line Performance Gains

In H1 we've helped acquire 387K forecasted new online customers (+24% YIY H1 growth) and 1.38M trial sign-ups (+50% YIY H1 growth)

New Gmail for Work global campaign helps drive 24% YoY lift.

Landing pages in 11 markets, 10% conversion lift. 4 new interactive ad formats, 30s video ads in APAC with 2.2M views. Smarter paid media drives 169% YoY trial growth from House Ads, 76% from Display.

Deployed global VSB segmentation based on Q1 VSB research

ID'ing 2 new Apps targets: Hungry Innovators and Little Corporates.

Partnerships: First ever Apps offer promotion with Squarespace launched

25.6% uplift in avg weekly seats, attach rate up 15%. **Darwin launches in 8 new countries**, 132% of recruitment goal, 37% Q/Q growth of paid domains, and 45% Q/Q growth in bookings.

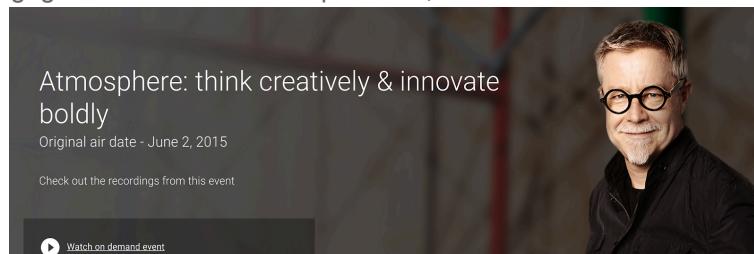
GAU upgrade campaign delivers \$1M in bookings

Sent to 320k customers globally: incentive offer (10% off or Chromecast).

Digital Experience

Mass scale inspiration with Atmosphere events

Atmosphere digital drove 69K+ registrants, keynoters incl. Laszlo, Airbnb CMO, IDEO CEO, 5 customers. High engagement: 350 audience questions, record 24-hour sales follow-up, 32% response.



Always On

Collaboration Campaign

Collaboration campaign ~3X engagement lift. Simple Things 13.32% avg open, Leadership asset 30.14% avg open. Harvard Business Review cooperation vs. collaboration 34% open. Also HBR What teams can learn from Women's World Cup; NACE Phase 1 second drop to 16K Business Leaders with 37% open. SEMEA Phase 1 launched in Italy and Spain with France launching August.

Shadow IT Campaign

Shadow IT ~2X engagement lift in IT leads for 3K+ employees. Shadow IT 18.52% avg. open vs. Security & Leadership 27.83% ave. Also, security video with Redhat, The Weather Co, & Canadian Broadcasting Co. NACE Phase 1 3K IT, 35 contact me 35 requests, 19% open rate, **zero** unsubscribes.

Fast Grow for Small Biz (<350)

112K global leads (averaging 1,500/week NA and 7,500/week global-21 countries). Pilot sales follow-up campaign: 75% are <20 employees and 21.5% are 20-100; 9.2% subscriber to SFDC lead rate.

Tackling the Opted-in Challenge (to grow our database)

See email [here](#). Results to date: 18% open rate,

Hot Nurture (Fast Track to Sales 350+)

3,700 net new qualified leads. Q1 average open rate 15%, increased open rate in Q2 by 10% .
 Click rate increased from 2% to 2.53%. Improved SDR response rates by 1.5x and meeting rates by 2x.

Product

50+ Product Launches

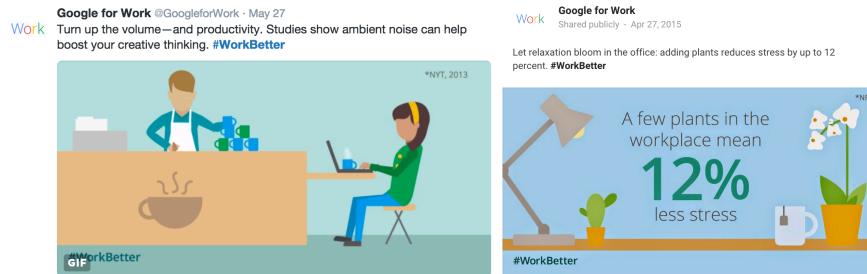
Launches in H1 included **Rugby** (soft launch), **Admin** (redesigned Admin console, custom alerts, user resettable password, new Security Key settings, new My Account page), **Inbox** (early adopter program, open access at I/O, “SmartBox” April Fools, Undo Send and Signatures), **Calendar** (new iPhone app and iPhone update), **Drive** (security including IRM, audit, trusted domains, new iOS and Android apps, OU-level sharing settings and new external sharing controls), **Docs** (Add-Ons, images on mobile, better ways to visualize and analyze data, Chromecast + AirPlay presentation remote and easier downloads in Office Compatibility Mode), **Hangouts** (new compliance and security options including Google Vault support), and **Mobile management** (Android for Work EMM, Unified Device Management, selective wipe on iOS and Android updates including admin ability to auto-install apps on devices).



Brand & Awareness

Social: Moments campaign inspires more people to #workbetter

Launched in UK, US & AU, across LinkedIn, Twitter and G+. Delivered 43M impressions and 374K engagements globally.



Thought Leadership series gains traction

New LinkedIn thought leadership series for Amit news, trends and the future of industry, with 7K views.

Speaker Bureau

27 keynote presentations on transformation, innovation, trust and emerging trends to 10K+ people.

7 APAC keynotes to 3,000+ business leaders by Kevin Ackhurst, Inam Hussain, Karthikeyan Rajasekharan, Angelo Joseph and Lalita Stables spanning Elevating Enterprise Mobility to The Future of Work and Google's perspectives on Industry and Data Analytics.

UK Armed Forces Day

Launched initiative celebrating ex-military entrepreneurs (incl. best-selling author Andy McNab) and entrepreneurship w/ Google tools. 7K visits, 2.4K social engagements (wrap-up, site, hero video, blog).

Google's US Small Business Week campaign highlights apps

Showed 5 ways to succeed online in 5 days w/ Google Apps as heavily promoted spotlights. 875M impressions, 712K visits to the small business week hub and 340K social views.

Security Keys for Work launch as unique differentiator

The keys make it easier for Google Apps Unlimited customers to protect their organization against theft of login credentials, which is the biggest threat online today.

Analyst Relations

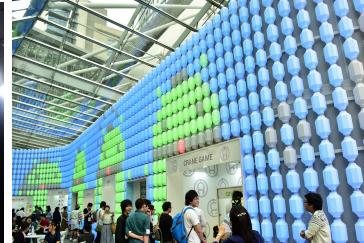
50 briefings and 100+ analyst touches incl [Apps Live in London](#) (25+) and [Atmosphere Tokyo](#) (20); 6 vendor assessment processes and influenced 20 reports including [Gartner: Critical Capabilities in Web Conferencing](#), [Gartner: How to Evaluate Google Apps for Work Versus Microsoft Office 365](#), [Gartner: Google Vendor Rating](#) and [Gartner: Understanding Google](#). Advanced in the Gartner Magic Quadrant for EFSS, passing Microsoft and Dropbox, remained “Challenger”.



Exec Engagement

Atmosphere Tokyo

6,000 registrations, featuring Google, PwC, Fujitec and Mori; [Android Festival expo](#) plus 62 sessions spanning GfW, Women Will initiative. 97% want to join again in future ([summary video](#))



Early phase of Bullseye activity

in Amer included 6 regional CxO events engaging 180 CxOs of 81 companies with PwC sharing their Gone Google story and 3 Google Days held at prospects' companies. Early impacted pipe \$30M.

APAC

Connected Small Business, India Deloitte research launch and events seeing a whopping 4,000+ SMB [registrations](#) in Delhi & Mumbai. **ANZ Manufacturing event:** \$1M+ pipeline to date from <1K event and retail campaign at **RetailTechX event** and **Government Cloud Roundtables**. **APAC Citrix Mobility Conference:** Chrome led event to 800 IT w/ [Mobilizing the Enterprise keynote](#), 300 leads.



SEMEA: Atmosphere Milan

50 C-Level attendees (20% Customers; 80% Prospects). **Executive Digital Summit, Paris (France):** Keynoted to 190 attendees. **La Nuit du Marketing, Paris (France):** Adetem keynote to 500 marketing pros. **Portugal Roadshow** for 42 LCS company execs; **Spain Roadshow:** Event dedicated to

innovation (keynotes, demos, and use cases) organized in Bilbao with partner LKS gathering 49 attendees.



NACE

Drive for Innovation roadshow visited London, Amsterdam, Copenhagen and Brussels. Focus on digital campaign execution resulting in \$54.5M impacted pipeline and \$4M in impacted bookings.

LATAM

PR event held on 2-4th July in Brazil. 850+ journalists took part in the three-day congress, visiting our GFW demos [space](#). [CxO event](#) held in Colombia with 95 attendees joining to hear about and experience Google Apps for Work.

Web

Performance and optimization

New: [Apps homepage](#) (+3% lift), [Apps navigation](#) (+25% lift), [messaging on Drive site](#) (+33% lift), [Gmail-specific landing page](#) (+9% lift), [CTA on Gmail site](#) (+28%), ["Contact Us" CTA button](#) (+29% lift in lead form submits), ["Contact Us" form](#) (+18% to +55% lift in lead form submits), global ["Nurture" CTA](#) 100K+ nurture sign-ups. 35+ A/B tests across 15+ locales, including EM pricing in [India](#) & [Indonesia](#).

Production and SEO

Organic traffic +52% y/y and trials from organic traffic +36% y/y. New content including the [Apps Show](#) and [Google Apps Insights](#). Key SEO wins on GAfW site: [Docs page](#) (from rank 102 to 3), [Slides page](#) (from rank 101 to 4) and [Sites page](#) (from rank 101 to 1.) Key SEO wins on consumer sites: Gmail traffic up +130%, Calendar by +1,275%, Drive by +198%, Docs by +511%; GAfW referrals by +200% & +300% from Gmail and Drive respectively.



Insights and Content

[Global Google Apps awareness & perception study](#)

across US, Brazil, UK, France, Japan, India and Australia and launched [Market Tracking scorecards](#).



Forrester Total Economic Impact (“TEI”) study

Demonstrated 304% ROI, collab efficiencies of \$80k / 100 employees and 1-month payback period for Google Apps.



Google Apps Pitch

Developed a new Google Apps for Work pitch that has been well received in its first weeks of use in the field.

Twitter Short-form Thought Leadership

A series of short-form thought leadership on Twitter on mobility and productivity trends averaging 100+ retweets/favorites per post.



APAC Case study

Herron Todd White has gone Google - Australia's Largest Property Valuation Firm Moves 900 Employees to the Cloud with Google Apps.

JAPAN

How to start Google Apps trial flyer Japan social channels. **JAPAN NHK (national TV in Japan)** broadcast how Google joined Gov'led teleworking project.

LATAM Customer Story

Clinica Santa María in Chile case study; **Brazil PR Coverage in Brazil** showing great results.

Google Search for Work

Performance

Delivered \$36M in impacted new business pipeline in H1, +43% q/q growth in Q1 and +20% q/q growth in Q2, representing 195% of target. Relaunched House Ads campaigns in Q2 driving +40% q/q growth

in impressions and +46% q/q growth in website visits. CTR increased by +7% q/q and total conversions increased by +21% q/q. Funded the Search for Gold internal sales referral program in partnership with the Search for Work sales team which has already generated \$3.7M in pipeline ytd.

BACKUP/SOURCE MATERIAL IS BELOW

To receive regular updates on programs and events as they happen through the quarter, please subscribe to [apps-marketing-announce](#).

Collaboration study: Finalized [research and write up of a collaboration study](#) based on 250 CxO interviews that connects collaboration, innovation and job satisfaction through data-driven results. This content will be promoted through nurture, social, the web, partners and more kicking off in Q3.



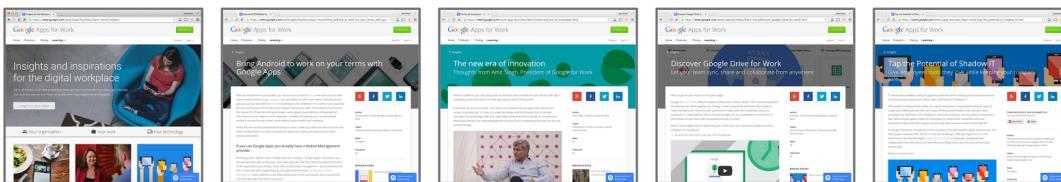
Messaging: Collaborated with Field Marketing to define the narrative for [Atmosphere Online sessions](#), cast speakers and supported production of the [collaboration session](#) and [IDEO](#) session.

In partnership with Sales Success, Field Marketing.

WEB

Performance: Apps web properties supported **702K trials** (+51% y/y), **23K lead form submits** (-8% y/y), **104K nurture sign-ups** (+2,386% q/q) in Q2 as well as **\$7.7M in new business pipeline** qualified to date from Q2 sourced on the web.

Launched Insights microsite: Launched the [Google Apps Insights](#) microsite, a central place for inspiration and insights for the digital workplace targeted at larger customers. Prospects and customer can discover and share testimonials, visionaries interviews, white papers, research and tips to work better. In this first edition, topics include innovation, collaboration, mobility, security and shadow IT and the additional content depth should promote SEO benefits.



Launched Apps Show microsite: Launched an [Apps Show](#) microsite on the Apps for Work site to increase content depth and engagement. The additional content depth should promote SEO benefits.



In partnership w/ Online Sales, Scaled Acquisition Marketing, GfW Web Marketing, GTS.

In Q2 we helped acquire 187K forecasted new online customers (+18% YoY; -4% QoQ; 88% plan) and 701K trial sign-ups (+51% YoY; +3% QoQ; 95% plan).

Our efforts targeting businesses looking for professional email have helped drive +24% YoY customer growth with this audience. These are typically newly formed businesses with between 1-3 employees who respond well to our Gmail for Work ads and our improved Gmail for Work online experience.

The team has been busy launching campaigns to acquire new online customers in our highest converting markets, working with scaled partners to reach new audiences and helping customers use more of Apps and upgrade to GAU if they have a strong need.

We have also completed a needs-based segmentation exercise that has identified 2 new small business audiences worth considering for future scaled campaigns.

Q2 highlights include:

- **New Gmail for Work campaign scales globally.** New creative live in 16 markets. CTRs matching our top performing creative ever, 4x benchmark. Launched new campaign [landing pages](#) in 11 markets, which demonstrated 10% lift in conversion rate vs the Apps homepage

for NA. Developed 4 new [interactive ad formats](#). Tested [30s](#) video ads in APAC delivering 2.2M views to date, already our 4th most viewed video on YT.

- **Smarter paid media investments drives growth across core channels.** Our ongoing efforts to optimize paid media have driven +169% YoY trial growth from House Ads search and +76% trial growth YoY from display. Paid channels now drive more traffic and trials than any other channel, representing 37% of the total trial mix.
- **New audience segmentation strategy delivered.** Deployed global [VSB segmentation](#) based on [Q1 VSB research](#). Identified two new targets for Apps (Hungry Innovators and Little Corporates). Q3 qual research in US, UK, AUS, BR will inform the strategy to win these new targets.
- **Moments campaign inspires more people to #workbetter.** Launched in UK, US & AU, this campaign provided tips on being more productive at work and is based on the insight that time is money for business owners and they are open to doing more with less. Content posted across LinkedIn, [Twitter](#) and [G+](#). Delivered 43M impressions and 374K engagements globally.
- **First ever Apps offer promotion with Squarespace launched.** Within 2 weeks of launch we experienced our highest sales week with Squarespace to date (even exceeding our previous peak during their Super Bowl campaign), saw a 25.6% uplift in average weekly seats, and the Apps attach rate increased by 15%.
- **Darwin launches in 3 new countries.** The program expanded to Singapore, Hong Kong & New Zealand. Achieved 132% attainment of recruitment goals, 37% Q/Q growth of paid domains with \$570K bookings (+45% q/q growth). Q2 marked our first set of marketing campaigns focused on recruitment and engagement.
- **GAU upgrade campaign delivers \$1M in bookings.** Q2 campaign sent to 320k customers globally. We scaled our incentive offer ([10% off](#) or [Chromecast](#)) to 224k customers and reached 30k opted out NA domains for the first time.

Please see our graded [Q2 OKRs](#) for more details and our [Q3 OKRs](#) for what's coming.

WEEKS IN REVIEW | July 6 - 10, July 13 - 17

Email nurture campaigns

- **Collaboration campaign:**
 - **NA:** [Phase 2](#) Email 2 was sent Thursday, July 9 to Bus. Leader, Sales and Marketing leads from companies 3,000+. The email featured a timely piece around the USA Women's World Cup victory. The CTA was to download an HBR article [Learning Collaboration from Tiki-Taka Soccer](#). Results to date: Sales track outperformed Bus. Leader and Marketing with an open rate of 33.2% and a CTR of 7.2%.
 - **NACE:** [Phase 1](#) second drop to 16K Business Leaders (minimal Sales and Marketing are explicitly opted in). Results to date: 37% open rate.
 - **SEMEA:** [Phase 1](#) launched in Italy and Spain. French campaign to be launched in the upcoming weeks.
- **NA [Fast Grow](#):** 112K global leads (averaging 1,500/week NA and 7,500/week global-21 countries), 2.1% Prospect to SFDC lead rate from email nurture flow in NA.

- *[**Pilot sales follow-up campaign**](#) to engaged leads suggests that 75% of the CTA subscribers are <20 employees and 21.5% are 20-100. 12% wanted to talk to sales (but many were VSBs), and the subscriber to SFDC lead rate was 9.2%.
- **NA 4th of July themed email results:** We sent all US prospects (company sizes 20+) a 4th of July themed [email](#) on leadership: "3 revolutionary leadership tips from Google: [how to engage and motivate teams](#)." It went out Wednesday afternoon, July 1. **Results to date:** 30% open rate, 4.2% CTR.
- **NA MM batch campaign:** The first email in the nine email batch campaign was sent Wednesday, July 8 to IT leaders from companies with sizes of 100-3,000 employees. The email featured a Google [video](#) of IT leaders discussing the ease of adopting Google Apps for Work. We A/B tested email banner images: Lifestyle image vs graphic. Results to date: Lifestyle image outperformed the animated graphic with an open rate of 27.3% and a CTR of 2.4%.
- **NA Opt-in email results:** We sent an opt-in email on Tuesday, June 30 to tackle the problem of leads who aren't explicitly opted-in in our database. The CTA button to opt-in was A/B tested in blue, green and purple. See email [here](#). **Results to date:** 18% open rate, purple button performed the best with a 2.5% CTR. We are discussing next steps.
- **Shadow IT campaign:**
 - **NA:** [Phase 2](#) Email 2 was sent Thursday, July 9 to IT leaders from companies of sizes 3,000+. The email featured a Google [video](#) of three customers explaining how Google Apps helped with security. Results to date: 26.7% open rate, 1% CTR.
 - **NACE:** [Phase 1](#) first drop on July 15 to 3K IT leaders across primary markets. Results to date: 35 requests to be contacted, 19% open rate with zero unsubscribes.

Paid Media

- **APAC Paid Media:** Collaboration Campaign through LinkedIn Inmails reaches out to more than 50,000 prospects with a CTR of 3%.
- **LATAM Shadow IT and Collaboration paid media campaigns** are in production and will be launched at the end of July in Brazil, Mexico, Colombia and Chile as part of the global initiative to engage IT, Sales, BL and marketing targets.
- **NA Paid Media:**
 - Our main partner (Inadco) providing lead info from LinkedIn and Twitter has completely ceased trading. This has a global impact and will condition our paid social approach for future quarters.
 - Wrapping up results from Q2 programs' performance. Top performing assets for the quarter varied among partners ("Tap the Potential of Shadow IT" for *SpiceWorks*, "The Evolving Role of the CIO" for *True Influence* and "Creating a Culture of Innovation" for *DemandWorks*). Learning: varied audiences from partner to partner connect with each creative differently.
 - Twitter vs LinkedIn: Twitter was by far the more efficient channel, driving a \$135 CPA with more than double the spend of LinkedIn.

- Twitter benefited from having extremely strong CPCs of \$1.24 which were much stronger than the projected \$3.00
- **NACE Paid Media:** 1,700 leads delivered via Asset Syndication in UK, Netherlands and Denmark. Working with the SDR team on how best to move forward for follow up and customer experience lifecycle.

Events

- **APAC Citrix Mobility Conference:** A Chrome led event to over 800 IT professionals. Featured a [keynote](#) on “Mobilising the Enterprise,” Apps demonstrations on the show floor and delivered 300 leads.
- **APAC India's Connected Small Business event** has a whopping **2,600+** SMB [registrations](#) in Delhi and Mumbai. Google/Deloitte will launch new research in this event to highlight the opportunity cloud tools offer Indian businesses and tap into India's national productivity conversations. They are aiming to reach top media coverage.
- **APAC Manufacturing event follow ups:** SDR follow ups have achieved \$800K pipeline so far from <10K event.
- **LATAM PR event** held on 2-4th July in Brazil. Google participated as an exhibitor at the 10th International Congress on Investigative Journalism. Results: More than 850 journalists took part in the three-day congress, visiting our [space](#), where they could get contact and c

New projects and announcements

- **APAC Case study:** [Herron Todd White has gone Google](#) - Australia's Largest Property Valuation Firm Moves 900 Employees to the Cloud with Google Apps.
- **APAC Speakers Bureau Quarterly Wrap-Up:** The APAC team secured 7 keynote speaking opportunities reaching out to more than 3,000 business leaders. Our speakers - Kevin Ackhurst, Inam Hussain, Karthikeyan Rajasekharan, Angelo Joseph and Lalita Stables, spoke on a range of topics, from Elevating Enterprise Mobility to The Future of Work and Google's perspectives on Industry and Data Analytics.
- **JAPAN How to start Google Apps trial flyer** is introduced on Japan social channel.
- **JAPAN NHK (national TV in Japan) covered the story that Google** participated in hometown teleworking project led by government.
- **LATAM Customer Story:** [Clinica Santa María](#) case is ready to be shared as a success example in Chile.
- **LATAM PR Coverage in Brazil:** We are experiencing great [results](#) on PR efforts. Interviews and press releases has been awakening the interest of a significant number of media channels.

- **NACE Summer Reading:** In the works - a collaboration with the Google Play team to download Laszlo's book for summer reading. Unique download codes have been passed to our team for both NACE and APAC. Watch this space!

IN THE WORKS I

Always-on email campaigns

- **APAC “Simple works better” Mid-Market test campaign assets** are in production ([eDM](#), [Xero story](#), and [Listicle](#)) for Q2 launch in APAC, NorthAm and Japan.
- **NA Collaboration campaign:** Phase 2 Email 3 to be sent on Thursday, July 23. It will feature 10 Google Apps tips and tricks for [Bus. Leader](#), [Marketing and Sales](#) leads.
- **NA MM batch campaign:** Email 2 to be sent on Wednesday, July 22. It will feature a customer story ([Chico's](#)) and the cost the customer saved by moving to Google Apps for Work.
- **NA MM triggered campaign:** Developing an always-on, triggered email nurture [flow](#) for MM leads (100-3,000) that download an asset from Paid Media. Depending on the content the lead downloads, they will be placed into a track focusing on ease, cost or security. This is scheduled to launch the week of July 27. The MM Paid Media campaign is scheduled to launch the week of July 20.
- **NA Shadow IT campaign:** Phase 2 Email 3 to be sent on Thursday, July 23. It will feature a Google [video](#) about 7 CIOs and VPs discussing the #1 great quality of an IT leader.

Events

- **APAC India influencers:** Inviting identified social influencers in Delhi to the media briefing around the new Deloitte SMB research.
- **LATAM Bullseye - Lets Hangout:** CxO door opener campaign to connect target CxOs with Google execs over a Hangout lunch, in the works to launch in Q3.
- **LATAM HOA Series in México** will happen on August 26 with [Aeromexico](#), an airline that serves 78 destinations with more than 10,000 employees.

Find below updates from the Google Apps for Work Product, Insights & Content, and Web marketing team. This work complements the work done by the rest of the GAfW marketing team focused on [Scaled Acquisitions Marketing](#), [Field Marketing](#), and [Brand Marketing](#).

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