Swingate
Marketing and **Design**

AMPITO

Case study

Promoting Ampito's Networking capabilities through a Fortinet SASE campaign

Precise targeting and engaging content, resulted in a successful campaign that exceeded expectations.

The challenge

Ampito aimed to generate approximately 100 leads to support its sales team in promoting Fortinet's SASE (Secure Access Service Edge) solution to a highly targeted audience. The key objective was to attract high-quality leads that could be nurtured effectively by the sales team.

The solution

Swingate and Ampito collaborated to design a creative and topical **Paid Social Campaign** centred around the theme of "baking". This unique approach showcased the Fortinet SASE solution as the "perfect recipe" for network security, emphasising the key ingredients required for a secure network.

Our decision to create disruptive content that users would not usually expect to see on their LinkedIn feeds (IT directors constantly seeing images of servers rather than images of baked cakes) played a fundamental part in the success of the campaign.

Key Components of the Campaign:

Landing Page & Whitepaper

A custom landing page encouraged leads to download the **Ampito and Fortinet Cookbook** — a whitepaper highlighting Fortinet's networking solution.

Key Components of the Campaign:

Survey Integration

The campaign incorporated an incentivised survey with targeted questions to uncover leads' current network solutions and their pain points. The survey provided Ampito with insights into lead quality while delivering valuable data to the sales team. In addition, to activate the £25 Amazon voucher incentive, recipients needed the voucher code. This gave the team another reason to call.

Help us understand your security needs

Complete the 2 minute survey for a chance to claim a £25 Amazon voucher for your time.

Step 1 of 5

Business Name (Required)

How critical is network security and secure access to your organisation's overall strategy? (Required)
- ○ Critical – It's integral to our operations
- ○ Important – It's a significant focus
- ○ Moderately Important – We are aware but not prioritising
- ○ Not a priority at the moment

What is your role in the network security strategy within your organisation? (Required)
- ○ Decision Maker
- ○ Decision Influencer
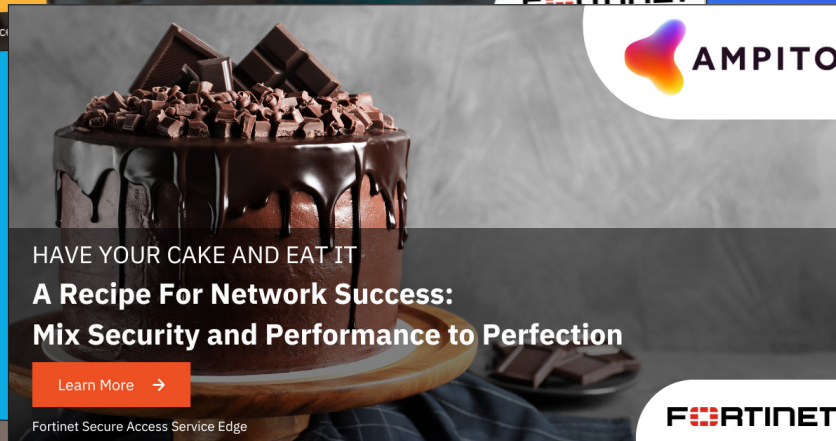- ○ End User of the technology
- ○ Not involved

Next

Key Components of the Campaign:

Paid Social Advertising

Ads on LinkedIn were optimised to drive traffic to the landing page and survey. When a user clicked on a survey ad we used jump tags to take the user straight to the survey, thus delivering a great user experience and increasing conversion rates.

THE PERFECT MIX FOR NETWORK SUCCESS

Fortinet SASE:
Combine Security and Performance Seamlessly

Learn More →

Fortinet Secure Acc

HAVE YOUR CAKE AND EAT IT

A Recipe For Network Success:
Mix Security and Performance to Perfection

Learn More →

Fortinet Secure Access Service Edge

A DECADENT MIX OF SECURITY & PERFORMANCE

Your Network's Sweet Spot:
The Key Ingredients for a Robust Network

Learn More →

Fortinet Secure Access Service Edge

Results

The campaign exceeded its objectives, delivering an impressive volume of high-quality leads and surpassing key performance indicators.

The survey responses identified warm leads, which were further nurtured by the Ampito sales team, contributing to their overall sales efforts.

Campaign Overview:

Paid Social media campaign budget: £5,000

Target Leads: 75

Results:

- Total Impressions = **21,760**
- Average CTR across the whole campaign = **1.68%**
  (2.5 x the industry average for marketing of software/tech and hardware)
- Leads generated = **102**

**Survey campaign budget: £5,000**
Surveys completed: 7

Key Activities

The success of the campaign was driven by the following actions:

- **Survey Design:** Crafting questions that aligned with the sales team's objectives as well as gearing them to enable the sales team to prioritise the leads that needed attention first.

- **Audience Build:** Identifying and targeting the right decision-makers gathered from a variety of sources. Our ability to build and target closed groups with niche messaging led to greater engagement.

- **Ad Management:** Continuous optimisation of ad performance, adjusting them according to environmental factors that impact campaign performance such as the weather or political events.

- **Data Management:** Effective handling and analysis of survey and campaign data. All data passed over is fully GDPR compliant and can be used post campaign.

- **Budget Allocation:** Strategic ad spend of £150 per week on LinkedIn.

- **Project Management:** Coordination of all campaign elements, ensuring timely delivery. Weekly cadence call to communicate the progress and include Ampito in the decision-making process.

- **Claim Pack Creation:** Compiling results for stakeholder review. Internal reporting slides formed part of this, providing an overview of assets, campaign performance, recommendations and insights.

Resources
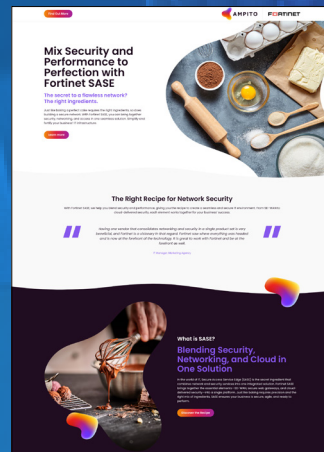
Landing Page

View here

Whitepaper

Download

"We are really delighted with the results that Swingate achieved for Ampito on this campaign. The combination of precise targeting and engaging content sounds simple, but we know from experience how unusual it is to find an agency who can do both equally well. The reaction from internal and external stakeholders has been extremely positive, and is a testament to the outstanding execution behind the campaign."

Dave Hughes, Head of Marketing, Ampito Group.

Other brands utilising Swingate's digital marketing solutions are:

Let us show you what we can do!

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