

# Case Study: Microsoft



Microsoft worked with HRD throughout 2022 to enable them to be closely aligned with the HRD community and to reach senior HR leaders. They were able to deliver through partnership with HRD several lead generation campaigns to generate targeted and engaged leads, whilst maintaining and growing their brand presence.

## CHALLENGE

Working with HRD allowed Microsoft to:

- Increase brand exposure in the HRD community
- Use brand alignment and strategic content engagements through HRD to amplify their messaging.
- Build a steady flow of qualified leads, at an attractive acquisition cost, whilst working towards their MQL target and helping to grow repeatable sales in core sectors from business with existing payments volume.

## SOLUTION

- ✓ Through the use close alignment with HRD connect, Microsoft was able to spread brand awareness whilst also gaining a steady supply of sales qualified leads that matched their ICP.
- ✓ The partnering with HRD helped support Microsoft through their busy growth period helping them to meet commercial lead generation targets.

## RESULTS

Roundtable		Webinar	
93	55	183	87
Total Registrants	Total Attendees	Total Registrants	Total Attendees

# Lead Delivery:

**289**

Registrants

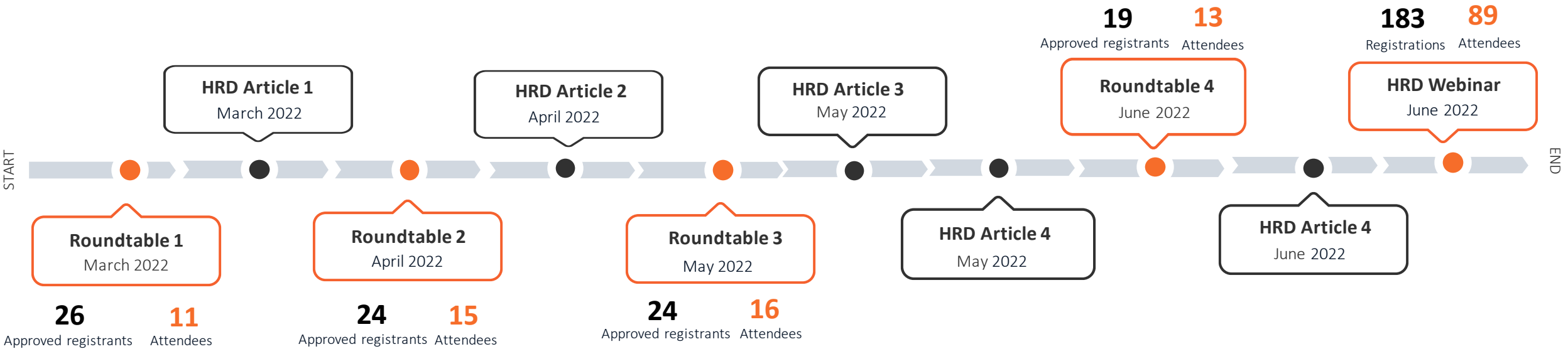
**144**

Attendees



## Four Month Campaign

March 2022 - June 2022



### Repeat Roundtable Attendees including –

Cultural Transformation Manager, Sainsbury’s (3), HR Director, Euronet Worldwide (3), Senior OD & L&D Lead, Islington Council (3), Director, Talent Development, GLG (2), Head of Talent, Matt MacDonald (2), Senior HRBP, BBC (2).

Ranking above average on HRD for page views  
 Webinar NPS score of 43 ‘Very insightful, would love to hear more’

NPS Score= **+10**