

WITH THE LATEST  
**BREXIT  
UPDATE**

**DATA CENTRES:  
IMPROVE RETURNS ON MARKETING INVESTMENT (ROMI)  
WITH NICHE SECTOR DATA SETS**



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Peter Rosenwald is one of the UK's leading experts in Lead Generation for Data Centres. If you would like to learn more about how we can help you generate new business then do get in touch.



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## BENEFITS OF SECTOR BASED MESSAGING

In the last 15 years, buyers have become hugely more informed through instant access to information. They can benchmark differentiators and compare service level offerings easily. In fact very often the logical buying decisions are made before they meet the business development teams.

Across all our client sectors at Chartered Developments whether, Accountancy, Law, SaaS, Actuarial and Data Centres it is clear that buyers are looking for someone to give them the edge. They are looking for advice from sector based specialists that will help them improve performance, now and in the future.

It is clear now that whenever our clients lead with a specific sector approach and targeted service offering, their lead generation and closure rates vastly improve.

## BREXIT UPDATE

Brexit and the Financial Services sector is a valuable and immediate lesson. Data Centre operators know that protectionism is an impediment to the benefits of globalisation and that a proportion of the Financial Services sector will want to remain within the EU. Data Centre operators that have a specialism in Financial Service firms have the database of key contacts, including; FDs, IT Directors and COOs. These Data Centre operators have been able to give their Brexit response to these contacts with immediate effect. It is this immediacy that helps to prove the specialism and create the leads.

Before looking at some details, consider the following features and benefits of taking a sector based approach;

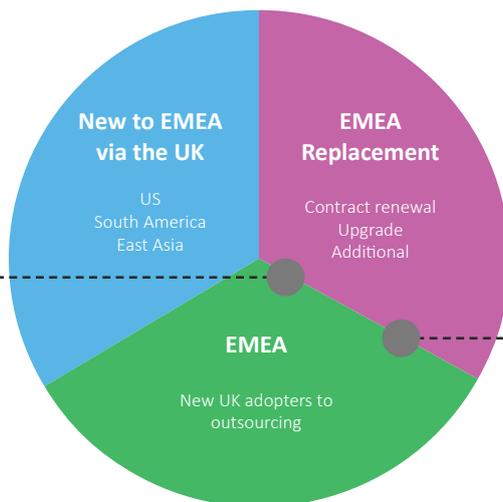
- You can respond to niche market changes immediately
- Your messages will mean more to the recipient. In other words your benefits can be more readily understood.
- You can harness social proof (herd mentality) in buyers
- Introducers find it easier to justify their recommendation of you
- Buyers kindly corral themselves together at events and network groups
- Niche editors like the opinions of their sector experts
- There is a growing search trend for a service plus sector
- And in some cases your sector experience actually makes a difference to the value gained from your service or products!

## IMPROVE ROMI WITH SPECIFIC DATA SETS PER TARGET MARKET

One categorisation of target markets, for Data Centre operators, which allows for effective targeting of resources is outlined in fig 1. Within each of these categories there should be sub-categories that you focus on to drive demand.

This model is particularly helpful when you are deciding on your prospect data. Simplified examples are below. Please note these may not be your target markets, they are just examples.

fig1:



### UK CARE HOMES

20 Million T/O PLUS

#### MESSAGING FOR TARGETING CARE HOMES

- Care homes learn from Health Care Data centres
- GDPR – Your residents data is a risk
- Outsource Data Centres to comply with CQC
- Care home or data home? Save money and increase turnover

### FINANCIAL SERVICE DATA NUMBER OF COMAPNIES

UK Financial Services	£50m - £100m	£100m - £500m	£500m- £1bn	£1b+	Total
North	102	106	28	19	255
South	309	375	88	166	938
Midlands & East Anglia	78	97	16	21	212
Scotland	18	42	7	15	82
Wales	12	16		1	29
Northern Ireland	5	8	4		17
Channel Islands			1	2	3
<b>Grand Total</b>	<b>524</b>	<b>644</b>	<b>144</b>	<b>224</b>	<b>1536</b>

#### MESSAGING FOR TARGETING FINANCIAL SERVICES

- Client data, your location and Brexit
- The FCA, Cyber Security and Data Centres
- Lower margins in Financial Services leading to outsourced Data Centres
- Growing Financial Services need flexibility of IT and Data storage
- Is 1/3rd on demand the right balance for Financial Service firms?

## FURTHER EXAMPLES OF SECTORS TO TARGET

### US TO EMEA

Target Market	Data Criteria
Manufacturing	£50m t/o*, 15%+ growth last 3 years, sites in US and South America only. Not using a global data centre supplier.
SaaS supplier	£20m t/o US, Canada and South America. 30%+ growth in last 3 years.

### UK / EMEA MARKET

Target Market	Data Criteria
Globalising	£50m+ t/o. Sites in UK and Europe but not in Africa
Safe Harbour list	UK turnover £200m+ on the Safe Harbour list

\*T/O = TURNOVER

### RESONANT MESSAGES

In our experience Data Centre operators by and large view their potential buyers as one homogenous industry group. Operators do amend their messages to be more resonant to the likes of financial decision makers and IT.

Differentiating by type of decision maker only requires a slight shift in emphasis to make your message more resonant. For example, FDs are often seen to be at odds with Business Development Directors and building bridges is an important part of the board. Therefore a title to attract FDs of Care Homes would be *'How the FD of a 30 site care home operator increased turnover, while reducing costs'*.

We do however see little evidence of messaging by industry sector. In this highly competitive and information rich market, a key differentiator needs to be 'we know your market'. Therefore for example if you are targeting larger UK based Care Home Groups and the Medical profession in general, your messaging must relate to the likes of CQC (Care and Quality Commission), EU GDPR, Commissioning Groups etc.

In conclusion, a focus on data sets for targeting and clear and resonant messages can have significant impacts on lead generation.

Chartered Developments have significant experience in supporting the lead generation of Data Centres. Our role will be to create and maintain your prospect database and create leads into the prospects decision makers whether COO, CIO, IT, Data Centre and Strategy Directors.

## ABOUT CHARTERED DEVELOPMENTS

Chartered Developments is recognised as the business development via lead generation authority among all Data centre services within the UK. With a reputation of being highly consultative, Chartered Developments deliver high quality and timely qualified leads.

The majority of lead generation activities take place on the 'telephone and are followed up by email, building relationships and booking appointments on behalf of clients.

Chartered Developments also support their clients' business development objectives by;

- Managing the firms' social media networking (for example, LinkedIn),
- Nurturing relationships
- Providing sales training to help close business from the leads generated.

With an enviable portfolio of clients ranging from accountants, law firms, insolvency practitioners, actuaries, pensions consultants, banks, Data Centres and global business consultancies, Chartered Developments are trusted by firms large and small to provide superior leads and professional, peer-to-peer introductions.

By continuing to focus on core activities and only hiring experts, Chartered Developments are often seen as outsourced marketing and business development departments of firms; a position that the company feels honoured to hold.

To learn more about us and our services please visit [www.Chartdev.co.uk](http://www.Chartdev.co.uk)

If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald today.



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