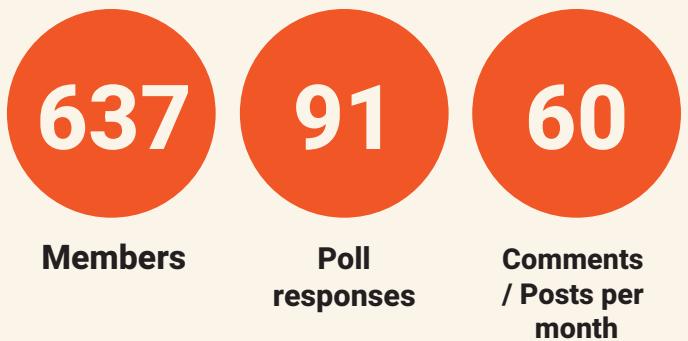
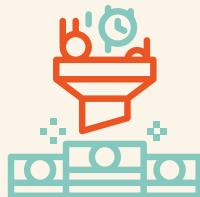


**How an account-based community can generate industry insight to support your sales efforts.**



## Overview

Fujitsu is a global information and communication technology (ICT) company, offering a full range of technology products, solutions and services. This project was for Fujitsu UK's education division, which provides technology solutions to educational institutions, particularly further and higher education institutions embarking on digital transformation.

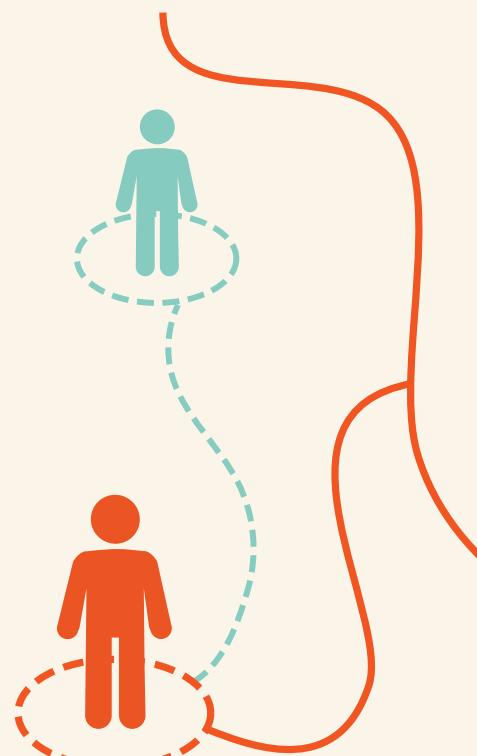


## The Challenge

Fujitsu UK's primary objective for this campaign was to create sales opportunities within relevant accounts. While the effects of coronavirus (such as an increase in remote learning) opened up many doors, our challenge was finding the right doors for Fujitsu UK to walk through.

Before approaching The Social Effect, Fujitsu UK's main way of gathering data from their target accounts was through ambassadors who would champion Fujitsu UK at relevant institutions. This gave Fujitsu UK only a modicum of insight.

Our challenge was to find a way to gather data from Fujitsu UK's target accounts that would give insight into sales opportunities, as well as open up conversations with relevant audience members for their sales team to run with.



# The Solution

Our strategy was to establish a community comprising the relevant employees from Fujitsu's target accounts using LinkedIn Groups. To ensure that the community appealed to the right people, we positioned it around a topic that would interest them: Digital Transformation in Education.

Over the course of 3 months, we implemented a number of growth strategies to bring attention to the group. These included using LinkedIn's advanced filtering capabilities to identify suitable candidates to invite to the group, as well as sourcing active members from groups positioned around related topics.

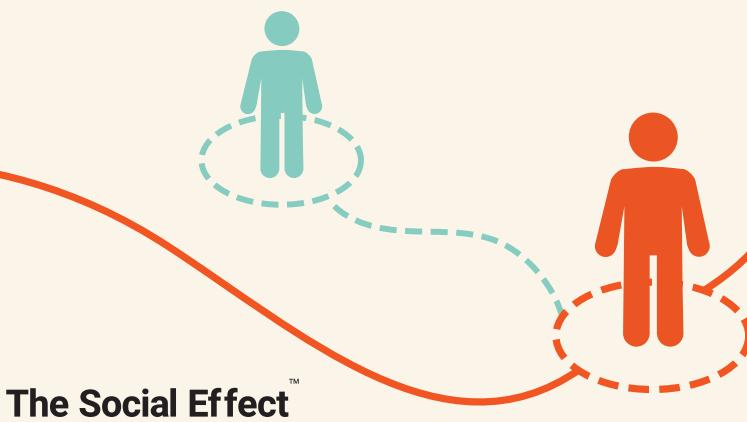
While engagement is a central pillar for online communities, our goal was to use engagement to extract useful information to guide Fujitsu UK's sales team. We did this by asking the members for their opinions on relevant topics. A perfect example is shown below and asks members how often their students complain or give suggestions related to distance learning.

While the poll functionality made it convenient for people to respond, many members took the opportunity to comment on the posts and provide deeper insights. The poll responses provided Fujitsu UK with quantifiable information to use for assessing market requirements for particular products and services. They also allowed Fujitsu to tailor their messaging towards topics and challenges experienced by their target audience.

The comments opened up a channel for Fujitsu UK's sales team to engage directly with potential customers. A key to the success of the community was Fujitsu UK's sales team's willingness to dedicate time to engaging with members. This gave them an opportunity to build relationships with employees in target accounts instead of cold contacting them. We would also provide the sales team with the official group members list, allowing them to establish relationships outside of the community as well.

Members were also encouraged to regularly post their own content, giving Fujitsu UK's sales team another opportunity to build organic relationships and engage directly with their target audience.

As new members join the community, they are invited to introduce themselves to the community. This has several benefits for Fujitsu UK: it highlights which members are likely to engage, it helps identify whether they're in the right position within their institution to be sold to, it outlines what their current interests and challenges are in relation to the community's topic.





Fujitsu

Passport to the Future (Supported by Fujitsu)

Listed group

637 members  
Including Theodoros Arvanitis and 29 connections

Invite connections

See all

James Renshaw • 2nd  
3mo ...

Hi all. Thanks for the invite. I'm Director of Digital Strategy and Transformation at [REDACTED]. I'm only a couple of weeks into the role, and my first time working in an HE environment (my background is tech consulting in legal/FS beforehand). I'm looking at tech change across the organisation and have an interest in how we balance the need to [REDACTED] Fujitsu Community 6 implement and a better student/researcher/staff experience with the need to tackle legacy problems and imminent security and compliance threats.

Michael Davidson • 1st  
Social Media Community Manager for Fujitsu channels: Passport to the Fu...  
2mo

A question for all our lecturers and teachers

How often do your students approach you with requests/suggestions/complaints related to distance learning?  
The author can see how you vote. [Learn more](#)

Often	27%
Occasionally	31%
Rarely <input checked="" type="checkbox"/>	33%
Not at all	8%

51 votes • Poll closed • [Remove vote](#)

Theo [REDACTED] • 2nd  
3mo ...

Good morning everyone! I am a Programme Director in Computing at [REDACTED], where I have taught advanced level and undergraduate computing for nearly two decades! I have recently, thanks to the lock down in March 2020, ventured into delivering classes using VR as well as other remote techniques. I am passionate about education and how we can use new and emerging technologies to promote effective and meaningful education, whilst providing the students with a first class experience. Thank you for the invitation and I look forward to seeing where this group will take us.

Elizabeth Smith • 3rd+  
1mo ...

I like to encourage my students to talk about the design of their teaching. Teaching is a dialogue and feedback about the learning not only helps me to respond to student needs, but also helps the students to reflect on their learning.

Like | Reply

Suzanne T. • 2nd  
Building and running operational digital provision for the South East of Eng...  
1mo ...

Not at all. I started with them during lockdown so they accepted it as the norm

Like | Reply

David [REDACTED] • 2nd  
2mo ...

Not at all - Reason being after the lockdown it's all been face to face with leaners since my area is engineering

David [REDACTED] • 3rd+  
2mo • Edited

Hi all, I'm new to the group and am a lecturer teaching on a BSc (Hons) Professional Policing course. Since the transition to online teaching I have tried to find various ways to engage my students using technology and though we deliver lessons via Microsoft Teams it just doesn't seem adequate enough to reach all of the class in a lecture setting. I've tried to make use of Nearpod but this has its limitations. I'd like to gather some hints and tips from more experienced educators in the use of technology to enhance learning if there's anyone who has experienced the same difficulties and managed to find a way through - especially trying to engage 60+ students in an online lecture and keep the sessions as interactive as possible.



# Results

During the first 3 months, the group grew to 690 members, giving Fujitsu UK access to a sizable portion of their target audience. Polls have generated a total of 91 responses, providing Fujitsu UK with industry insight specific to their target accounts, while user engagement (approximately 60 comments and posts per month) open up a conversation between Fujitsu UK and their target accounts.

