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Nokia France achieves messaging success

By Services marketing

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Salesman is King Training Session with Virgin Mobile



When Virgin Mobile France needed a new way to grow its loyal customer base by giving consumers an enhanced mobile experience, it partnered with Nokia France to develop a creative, effective co-marketing campaign strategy. Together with Nokia Academy and Services Marketing, they designed an integrated mix of campaigns—spanning the breadth of both digital and physical mediums—which promoted the Nokia Messaging Service.

By presenting the benefits of Virgin Mobile France alongside the value-added incentive of Nokia Messaging in this integrated, collaborative campaign, Nokia's market share within Virgin Mobile tripled in just one year.

A combined team of executives from both Nokia and Virgin Mobile leveraged the following marketing approaches to achieve these results:

- Services Training and Ambassador Program (Salesman is King):** This customized, intensive training program enabled top-performing Virgin Mobile sales reps to learn—hands-on—how Nokia Messaging Service works, how it can benefit consumers, and how to effectively engage with each and every customer who enters a Virgin Mobile store. With these specialized skills in tandem with results-based incentives for achieving pre-defined Services activations and sales goals, the selected reps exceeded all expectations. The team of 20 reps, who left the training as Nokia Ambassadors, achieved a 10 percent market share increase and a 30 percent boost in activations at Virgin Mobile-owned stores over a period of two months.
- Digital Campaign:** Nokia and Virgin Mobile developed and conducted a multi-faceted digital marketing campaign to spread the word about the Virgin Mobile/Nokia Messaging promotion. One such initiative included a Nokia Messaging microsite to promote the Service, with Nokia Messaging featured on Virgin Mobile's home page for two consecutive weeks. Banner ads were placed on affiliate sites (including Google, Yahoo France, and MSN France) to captivate attention and lead consumers to the Nokia Messaging microsite while visiting third-party websites, such as their personal email service. In addition, an email was sent to 250,000 qualified Virgin Mobile users announcing the Nokia Messaging Service. With a 15.5 percent open rate, the email successfully raised awareness of—and led more consumers to activate—Nokia Messaging.
- Retail Campaign and Promotional Offers:** Virgin Mobile launched a series of POS displays and one-to-one Nokia Messaging demos conducted by trained reps in various store locations. They also offered a €50 discount off selected handheld devices (Nokia E63, 5230, 5530,


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and N97 mini) with activation of Nokia Messaging. Combined, these tactics brought in more consumers to the retail stores where they could interact with knowledgeable sales reps and activate their devices on the spot.

The Services Training and Ambassador program paved the way for more effective—and successful—sales reps who could better engage with consumers. And when jointly executed with the three-pronged marketing campaign (in-store demos, online advertising and targeted emails) and bundled promotional offers, Virgin Mobile and Nokia accomplished the results-generating 360-degree strategy they had envisioned.

As **Xavier Sautereau**, Nokia France's head of marketing, points out, "Our relationship with Virgin Mobile has evolved in ways we hadn't anticipated. Together, we've developed a 360-degree campaign that's attracting more consumers. And we're equipping sales reps with the tools they need to turn these customers into loyal, lifelong fans of Virgin Mobile and Nokia Messaging."

Nokia France account manager **Gauthier Arminjon** is equally enthusiastic. "This campaign shows that there is a demand for our Solutions within the market place," he says. "It clearly demonstrates that our Solutions strategy can be executed and can be very appealing to both our trade customers and our consumers. It is with this Solution offering that we are able to become more competitive and offer differentiation to Virgin Mobile customers."

Mobile users are increasingly on the lookout for additional services they can use on their mobile devices—so they can access what matters to them most no matter where they go. For operators looking to take advantage of this growing demand, the Ovi Collaboration Program can provide the tools, training, and tailored co-marketing approach to thrive today—and in the future.

The following people made this possible: Xavier Sautereau, Gauthier Arminjon, **Felipe Jacome**, Nokia Academy, **Ester Di Mauro**, Marketing and **Dimitri François**, Services.

To learn more about the Ovi Collaboration Program, please contact [Susan Reggie](#). For more information about Nokia Academy and Salesman is King training, contact [Simon Busby](#).

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