



Sponsor Case Study



“This is the most powerful marketing program this company has ever seen. And because the eBook will be available on our site for two years, we’re confident that it has only just begun to bring results.”

—Christine Forbes McDermott, Director of Marketing, NetPro

OVERVIEW

In November of 2000, directory management leader NetPro Computing, Inc. dedicated a significant portion of its marketing budget to become the exclusive sponsor of Realtimepublishers’ eBook *The Definitive Guide to Active Directory Troubleshooting*. As the exclusive sponsor, NetPro secured the rights to publish the eBook chapter-by-chapter on its web site and make the eBook available free to readers. This case study will take an in-depth look at the decision to sponsor the eBook, as well as the process of launching the eBook. Additionally, this case study will document the enormous success and benefits the eBook initiative has brought to NetPro.

Sponsor Background

NetPro Computing, Inc. is the leading provider of directory operations management software. NetPro's software manages and models directories in real time, enabling organizations to reduce administrative costs, minimize network downtime, and optimize resources. NetPro offers three directory management products for Microsoft's Active Directory™ (AD), including DirectoryAnalyzer, DirectoryInsight, and DirectorySim, and the primary market for these products is IT administrators with daily AD management responsibilities.

The Decision to Sponsor an eBook

NetPro, like all businesses, was interested in promoting its products to a specific target market. The following list outlines the reasons NetPro decided to sponsor the eBook:

- The Realtimepublishers' eBook opportunity was extremely appealing for the traditional marketing value of generating leads.
- The leads, or eBook registrants, would not only be high in number but also *high in quality* because the eBook would appeal directly to NetPro's target market. Only those interested in the topic of troubleshooting AD would register to obtain the eBook.
- The eBook delivers free, unbiased content to NetPro's customers and prospects. This content, written by industry leading authors, would position NetPro as a *leading source* for directory management information.
- The eBook, exclusively offered on the NetPro web site, would provide critical *branding in the Microsoft directory space*.
- The eBook would *drive Windows 2000 customers* directly to NetPro's site.

Whether to sponsor the eBook was a major marketing decision for NetPro, in

"When I first heard the price, it seemed high. But, when you compare the results of the eBook program with other comparably priced marketing campaigns, the eBook is an incredible deal."

—Christine Forbes McDermott, Director of Marketing

large part because it was an as-yet unproven program that would claim dollars otherwise assigned to other proven marketing programs, such as direct mail and advertising. The following attributes make the eBook stand apart from traditional marketing and advertising opportunities: The eBook

- Generates thousands of qualified leads.
- Drives targeted customers to the NetPro eBook registration page, enabling the company to gather vital contact data.
- Serves as a lead generation engine for more than 2 years.

Launching the eBook

Armed with information from Realtimepublishers, NetPro began the initial steps necessary to launch the eBook. The first step was creating the eBook registration page on the NetPro site and the database that would capture the thousands of eBook leads. NetPro designed a registration page (see Figure 1) that not only captures lead contact information but also attains critical sales data, such as organization size, size of environment, and stage of deployment. This quality information gave NetPro clear insight into its market as well as the status of individual customers so that the NetPro sales team could effectively target these customers.

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NETPRO The Directory Experts *BRINGS YOU*

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The Definitive Guide To Active Directory Troubleshooting

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FAQS
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ABOUT THE AUTHOR
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ABOUT THE TECH EDITOR
FOREWORD
EBOOK INTRODUCTION
CHAPTER 1
CHAPTER 2
CHAPTER 3
CHAPTER 4
CHAPTER 5
CHAPTER 6

Register to Receive The Definitive Guide to Active Directory Troubleshooting

Thank you for your interest in *The Definitive Guide to Active Directory Troubleshooting*. In order to view or download any part of this electronic book, you are required to register on this site. NetPro's site uses cookie technology, so you will only have to register here once. All information gathered is strictly confidential and will not be sold. We will verify your information with an email to the email address provided in the below form. We will also use this email address when sending you all forthcoming notifications about this ebook, so it is critical that the information is accurate.

First Name: Last Name:
Company: Title:
Street Address:
City: State:
Zip: Phone:
Email Address: Country:

Please tell us where you stand in your Active Directory implementation?

Please indicate the expected timeframe for your Active Directory deployment:

Please tell us about your environment:

Number of servers:
Number of users:
Number of domains:

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Figure 1: NetPro's eBook registration page.

The information captured on the registration page is integrated into a CRM database that disseminates the leads to the account-management team for effective follow-up. The CRM solution then tracks the leads by campaign for revenue tracking.

Note: Pre-registration alone brought in more than 1,000 qualified leads in less than 2 months.

Reader Feedback

Chapter 1 launched smoothly, and within one week, thousands of additional readers registered for the eBook. The readers were thrilled and compliments for the eBook came often. Additionally, registered readers were marketing the eBook for NetPro by passing along the registration link to other IT staff members who could benefit from the content.

“A truly concise yet practical guide to Windows 2000 administration. Thanks!”

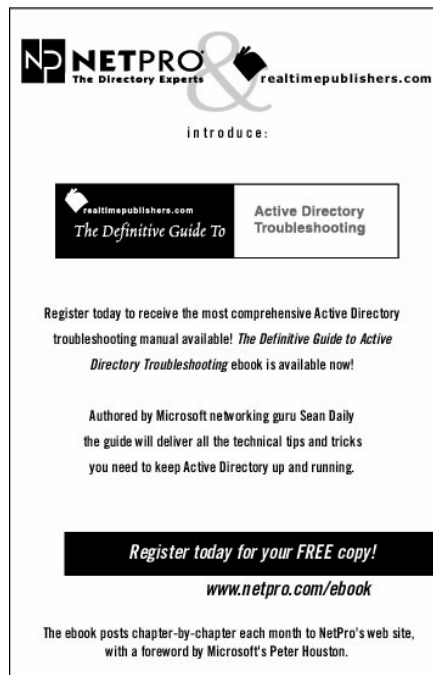
“This is a great book, and offering it this way is a great idea! Thanks!”

—Readers of *The Definitive Guide to Active Directory Troubleshooting*

Marketing the eBook

To maximize the eBook exposure, NetPro incorporated the eBook title and link into its existing marketing programs, including:

- Mention of the eBook in current NetPro advertisements
- Mention of the eBook in direct mail pieces
- An advertisement for the eBook on a magazine cover tip
- eBook flyers distributed at tradeshow and events
- An eBook flyer included in all sales and customer packages



NETPRO
The Directory Experts

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introduce:

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The Definitive Guide To

Active Directory
Troubleshooting

Register today to receive the most comprehensive Active Directory troubleshooting manual available! *The Definitive Guide to Active Directory Troubleshooting* ebook is available now!

Authored by Microsoft networking guru Sean Daily the guide will deliver all the technical tips and tricks you need to keep Active Directory up and running.

Register today for your FREE copy!

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The ebook posts chapter-by-chapter each month to NetPro's web site, with a foreword by Microsoft's Peter Houston.

Note: Promoting an eBook is critical but does not have to be expensive. For example, NetPro created this basic black and white flyer at low cost. Additionally, the company mandated that all employees include a standard reference to the eBook in their email auto signatures, creating thousands of exposures for free.

The Benefits

Targeted Leads

- With the posting of its final chapter in September 2001, NetPro's eBook registration count climbed to more than 10,000 leads, and readers continue to register on a daily basis.
- Windows 2000 is a new operating system and *The Definitive Guide to Active Directory Troubleshooting* will continue to be a valuable resource as more and more companies deploy.
- The eBook will generate leads for more than 2 full years.

Targeted Research

“We are thrilled to see more than 11,000 leads generated to date. Never has a marketing campaign delivered this combination of quantity and quality leads.”

—Christine Forbes McDermott, Director of Marketing

- NetPro has conducted two separate surveys of its reader database. Readers were happy to complete the quick and easy surveys before accessing a chapter.
- The surveys associated with the eBook have generated more than 3,500 responses from this highly targeted group.
- The surveys were product- and issue-focused and provided critical data for the NetPro product-management team.

Web Site Traffic

“The research we collected provided key insight into which potential product features would be most valuable to our customers and what products were needed in the market. Product management was thrilled that we could obtain this information from such a targeted group with no dedicated expense.”

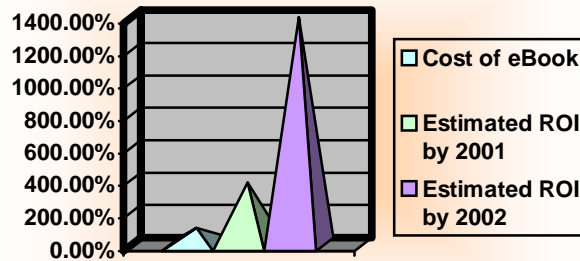
—Christine Forbes McDermott, Director of Marketing

One of the greatest examples of the eBook's success can be seen in the enormous increase in traffic to the NetPro site.

- In the first quarter of 2001 alone, NetPro saw more Web site traffic than in the entire previous year.
- Additionally, NetPro saw visitors return to the Web site, which can be attributed, in part, to readers coming back as each new chapter was posted.

Return on Investment

ROI Projections



NetPro is thrilled to already see direct revenue from the eBook. In addition, thousands of quality eBook leads have been added to the NetPro sales pipeline. The ROI on the eBook is projected to exceed fourteen times the initial cost of the program, making the eBook the most successful marketing initiative in the history of the company. The sales pipeline is brimming with eBook leads that will drive revenue for NetPro's AD products for years to come.

ADDENDUM

This case study was first produced when NetPro's eBook, [The Definitive Guide to Active Directory Troubleshooting](#) was at Chapter 3—halfway through its full publishing cycle. We are happy to report that at the completion of the final chapter, NetPro saw more than an 80% increase in leads generated and doubled the ROI projections for the eBook program. The eBook will continue to produce results for NetPro, as the company still has the right to host the completed eBook for almost 2 more years.