

6S MARKETING

Hoopla Helps Canadian Digital Marketing Agency Create Engaged Culture

6S Marketing is a digital marketing agency with offices in Vancouver and Toronto. The company provides digital marketing services aimed at increasing qualified traffic to its clients' websites, and converting visitors into loyal customers.

6S Marketing relies on Salesforce to track and share key business information throughout the company; almost all of its 27 employees have access to the company's Salesforce system. The application is integrated with marketing automation and survey tools, giving 6S a sophisticated system for tracking and managing the company's key business metrics. "We have a Salesforce implementation that you might see in a 400- or 500-person company," says 6S president and co-founder Chris Breikss.

However, 6S sought a better way to better connect employees in real time to the key performance indicators (KPIs) that were important to the company, like calls, new and closed opportunities, emails, lead activity, new and lost monthly clients, and project efficiency.

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"We have a weekly huddle where we share numbers, but we were trying to get people to look at the Salesforce dashboards and share metrics more frequently," says Breikss.

6S saw that some other companies in Vancouver's tech scene were displaying

business updates such as customer satisfaction metrics throughout their offices, and set out to learn how they could build a similar solution.



"Hoopla does more than just display information; it uses modern gamification and motivation techniques to actually drive behavior," says Breikss. "We wanted our team to be able to see and update the content more frequently. With Hoopla, each rep can see at a glance the information that is relevant to their daily goals. Hoopla helps keep everyone engaged and on track."

When 6S discovered that the Canadian government was offering grants to improve business efficiencies through dashboarding, the firm jumped at the opportunity. 6S wanted to show the government and other organizations the kind of productivity and performance improvements it could achieve using Hoopla. "We're leveraging Hoopla to position ourselves as thought leaders," says Breikss. "We showed the people approving the grants what we were trying to do with Hoopla and why, as well as what we've been able to achieve with it."

Hoopla is helping 6S earn new business. "We use Hoopla to show off when we're touring potential clients or partners through the office," Breikss says. "We show them Hoopla TV and explain that this is how we communicate how our company is performing. It has become a selling feature for us."

That kind of creative thinking is what led 6S to use Hoopla for more than just motivating its sales team to earn new business. “We have a product challenge on the sales operations team,” Breikss explains. “We highlight the new services we have for account managers to upsell to clients, and create contests and leaderboards in Hoopla to track their performance toward those goals. Everyone participating in the contest can see at a glance where they stand and what they need to do to win.” Results were immediately

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apparent: one contest resulted in three new sales. “Having a constant reminder on Hoopla TV helps us keep our goal of upselling at the forefront of everyone’s minds,” says Breikss.

6S also uses Hoopla for sitewide company metrics. “We’re recording timesheet information and doing some mathematical calculations, like showing people how close they are to achieving bonus,” says Breikss. “We can see data that’s not related to sales, like total number of monthly clients.”

6S reports that Hoopla has helped drive new sales, cross-selling and upselling. Additionally, the firm’s client retention rate has increased and timesheet reporting has improved. “We have seen an uptick around retention and communication of total and monthly clients,” says Breikss. “And ranking the ops divisions according to who has filled out the most of their time logs for the week is definitely motivating people to complete theirs before our weekly meetings.”

Hoopla’s ability to instantly broadcast performance updates has had a significant impact on the company’s sales culture. “Yesterday, people were dancing around the TV when the Hoopla virtual sales gong went off,” says Breikss. “We broke our all-time record with that sale. It’s clear that Hoopla is helping us drive our team’s performance in the right direction.”

The 6S team uses Hoopla’s ability to display custom content by pulling in custom URLs like Instagram and changing their Hoopla channel themes based on

the seasons or special events. For example: inspired by the way another Hoopla customer tailored its Hoopla channel for Halloween, 6S created a similar theme for its own channel. This same concept was updated for Christmas and the 2014 Winter Olympics.

“We sponsored a Canadian Olympic halfpipe snowboarder who was going up against American Shaun White, so we displayed snowboarding videos on Hoopla TV,” Breikss explains. “I wasn’t expecting to be able to so easily customize our Hoopla channels by incorporating fun elements like custom backgrounds, music and animated transitions between leaderboards.” He adds, “Hoopla’s ability to pull our photos directly from Salesforce and upload custom division photos is pretty cool.”

In the near future, 6S plans to further expand its Hoopla implementation to its customer service teams. The company will also broadcast Net Promoter scores, which measure customer sentiment, on Hoopla TV. 6S also plans to further utilize Hoopla’s gamification features, such as the ability to award Salesforce Work.com badges as prizes.

“We’re really happy with Hoopla,” says Breikss. “Hoopla is taking us where we want to go, and we’re really excited about that. It’s awesome to see our vision for an engaged and motivated company culture come to fruition.”



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About Hoopla

Hoopla is the new way to win for world-class sales teams. Hoopla’s team performance software combines modern game mechanics, data analytics and broadcast-quality video in a powerfully simple application that makes it easy for managers to motivate team performance and score more wins.