



callbox

Callbox Telemarketing Boosts Online Advertising



The Client

The Client is an evolving web advertising firm that provides creative, technical and search marketing services, comparable to that of world-renowned agencies, at an affordable price. Situated in Chicago, Illinois, the Client offers their customers a variety of interactive advertising avenues such as web design, Flash animation, off-the-shelf custom content management systems, and Search Engine Optimization. They have served companies of different sizes from several industries.

The Challenge

The Client wanted to increase business leads through telemarketing their service offering as traffic to their website does not provide them a steady business flow. The Client offers SEO to their own customers but felt they needed supplemental support in promoting the said service to a wider market and reach other business firms outside their own locality. The Client also needed to gather information on the companies who wish to take on their SEO service.

Call

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SALES & MARKETING SOLUTIONS



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The Callbox Solution

For this particular campaign, the Client sought Callbox's help in researching companies and firms that are in need of and will benefit from their SEO service. Callbox launched a lead generation and appointment setting campaign which included calling the prospects of companies included in the Client's list of targeted industries. Companies found to be interested with Client's SEO service underwent a pre-qualifying process with a Callbox agent to determine if each prospect is the type of customer sought after by the Client. The pre-qualifying questions were formulated both by Client and Callbox.

Once determined to be a qualified sales lead, the prospect's details were listed in Client's personal PipelineCRM account. The Client's Account Sales Representative, then followed-up on the leads which were generated by Callbox and personally set appointments with the prospects.

The Results

The Callbox team successfully increased the Client's customer share. The Client's own team focused on closing business opportunities via setting appointments, after Callbox qualified their prospects for them. Companies who availed of Client's SEO service offering exponentially increased after the latter's involvement with Callbox's Lead Generation campaign. The Client is currently following-up on the business prospects which Callbox has provided them.

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