



callbox

World-class Branding Consultancy Gets Marketing Boost with Callbox

The Client

The Client is the world’s largest brand consultancy with a network of 33 offices in 27 countries. Over the past 40 years, it has created and managed branding campaigns for some of the world’s most recognized brands including BMW, P&G, and McDonalds.

The Challenge

Part of the Client’s marketing strategy is conducting a series of events each year. One of those events was a free seminar workshop held in Singapore and Thailand, aimed at introducing its branding solutions to potential customers. To maximize the marketing value of this event, the Client looked for a marketing partner who could develop an effort that combined email and telemarketing to generate its desired number of registrations in a short span of time. The Client’s objective was two-fold:

1. To identify target contacts and send out email invites
2. To qualify prospects based on the Client’s pre-defined criteria

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The Callbox Solution

Having worked with a number of big companies in Singapore and Thailand before, the Client had already compiled a database contacts which would be used in this campaign. The overall effort started in September 04, 2013 and involved two waves of marketing activity leading to the event.

The first was an email campaign to send out invitations containing details of the event, along with a short summary of the Client's profile and its services. Target contacts included C-level prospects from the top 200 local companies in Singapore and Thailand.

The second wave involved an outbound telemarketing outreach to qualify email respondents based on the Client's qualification criteria. Qualified respondents were then forwarded to the Client's team for confirmation and event registration. Callbox submitted weekly RSVP reports which allowed the Client to forecast the number of potential attendees and make adjustments to step up the campaign when necessary.

The Results

The month-long campaign was a success not only in terms of quantity (number of leads generated), but more importantly, in quality. The email blast generated an impressive response rate that a week prior to the campaign's completion, the Client contracted another agent from Callbox to assist with the calls. In 22 days, the campaign generated a total of:

- 39 qualified leads
- 30 confirmed RSVPs (a whopping 76% RSVP rate)

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