Software Retailer Revamps Marketing Strategy, Improves Conversion

THE CLIENT

INDUSTRY
Software, Microsoft Dynamics NAV, Technology

LOCATION
Texas, USA

HEADQUARTERS
Texas, USA

CAMPAIGN TYPE
Lead Generation, Appointment Setting

TARGET INDUSTRY
Manufacturing

ABOUT

The Client is a gold-certified Microsoft Partner based in Texas, USA. It specializes in distribution and implementation of Microsoft Dynamics NAV. It also offers customized business software solutions and expert advice to medium-to-large companies particularly in the field of manufacturing, distribution, financial, field services, and logistics sectors.

TARGET LOCATION

Arkansas, New Mexico, Los Angeles, Oklahoma, Texas

TARGET CONTACTS

CIO, CTO, IT Director, IT Manager

THE CHALLENGE

Before contacting Callbox, the Client relied mainly on repeat business and word-of-mouth endorsements from its past and existing customers to generate sales leads. Whilethis "old school" marketing approach may have worked for others, it was insufficient to achieve the Client's growth objectives for two reasons:1) its products were expensive, and 2) its market base was too small.

Seeing its success stalling, the Client reconsidered its growth strategy. Its objective was to find a better way to tackle competition head on and generate recurring ROI. Instead of waiting for leads to walk in the door, it looked for a marketing partner who could effectively reach out to potential customers and guide them through the buying process. Soon enough, the Client saw outbound telemarketing with Callbox as an opportunity to make a difference in a crowded competitive landscape.

CALL

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callbox
LEAD MANAGEMENT SOLUTIONS

HIGHLIGHTS

- Successfully launched a fully managed lead generation and appointment setting campaign
- Secured qualified sales meetings for the Client's reps with potential tech buyers
- Identified, profiled and expanded the Client's target accounts and contacts with the help of Callbox's data

RESULTS

90+ Sales Appointments

MQL

150+ Marketing-Qualified Leads

200+ Net New Prospects

THE CALLBOX SOLUTION

The Client signed Callbox for a campaign of 10 phone appointments qualified against its "ideal customer" standards:

- C-Level prospects (preferably in the Financial sector)
- Considering the purchase of a new ERP system in 9 months
- With a sufficient budget

The Client targeted manufacturing industries in Arkansas, New Mexico, Los Angeles, Oklahoma, and Texas. Callbox helped the Client calibrate its lead generation process using this criteria to improve lead hand off from marketing to the sales department. It also revised the call script to emphasize various challenges likely being encountered by prospects with their current software. This kept the campaign focused on conversations which best resonated with the Client's market and set the stage for introducing a new product.

RESULTS

The shift to telemarketing broke all of the Client's previous growth records using their conventional marketing strategy. Callbox not only delivered the number of qualified appointments, but also improved the quality of leads resulting in an additional sales boost for the Client. As of the time of writing, the Client and Callbox are working together on their sixth consecutive campaign.