



Shortly before first contacting Callbox, the Client was in the middle of a key strategic refocus that aimed to expand the company's footprint in the growing SME business travel segment. The Client had already developed specific packages and solutions tailored for small and medium-sized companies' needs and was looking to acquire more SME accounts.

To help drive awareness and generate interest in its SME-focused offerings, the company launched a number of lead generation initiatives that included publishing a comprehensive whitepaper on creating and deploying a company travel policy.

The Client wanted to reach new prospects with this content asset but encountered mixed results with the distribution and promotion tactics they were using (which mostly consisted of inbound channels like SEO, social media, and online promotion).

Downloads average 6 per week (although this went up as high as 11 in the first full week after publication) and marketing-qualified lead (MQL) conversion rates didn't meet the Client's targets.

After considering other options for distributing the whitepaper, the Client decided to include outbound channels in its content promotion mix. But, having no outbound expertise of its own, the Client began looking for a third-party lead generation vendor to handle the outbound portion of the campaign.

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[for a breakdown of our record list by country!](#)

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Grab a copy of our FREE EBOOK, [Targeted B2B Marketing: Guide, Checklists, and Worksheets!](#) A comprehensive guide on targeted marketing to help organizations get in front of the **right people** at the **right time** through the **right channels** with the **right message** to influence a purchase.



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June 20, 2018

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