

Case Study



Company Background

This is a marketing and communications firm specializing in the promotion of industrial and technical products and services for B2B clients. They provide all forms of communications from traditional to highly interactive.

Target Market

Manufacturing, Industrial / Technical Products & Services

Business Challenge

One of their manufacturing customers was introducing a new product. The target market was highly specialized and rather than spend money on a major advertising and marketing blitz they wanted individual appointments with decision makers to introduce the product.

Solution

Through the consultative process LeadMaster identified the customer's sales objectives and target industries. The LeadMaster solution included list procurement, ideal prospect criteria and development of a LeadMaster online prospect knowledgebase so the customer could watch the progress of the campaign in real-time.

Results

The prospects and market intelligence were loaded into the dashboard where the customer had up-to-the-minute information about potential sales opportunities. Within 30 days the campaign produced eight hot prospects requesting immediate appointments, 75 warm leads that met pre-determined criteria and 40 that were put on long term lead nurturing tracks. The result was a 31 percent lead qualification rating.



Sales Lead Generation

Summary

LeadMaster uncovered qualified leads at a fraction of the cost of traditional advertising. The appointments resulted in immediate orders and positive ROI for the campaign. The product launch was a success and they gained a competitive advantage because of the quick time to market. With the LeadMaster dashboard, the customer was able to track, measure and generate valuable data on sales opportunities both closed and in the pipeline. Ongoing use of the dashboard allows the customer to more accurately track sales opportunities and measure marketing campaign return on investment.

Account Profiling

Appointment Setting

Lead Generation

Lead Nurturing

Prospecting

TeleSales

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