LMDM LEADMASTER DIRECT MARKETING

Case Study

| Company Background | This company is a franchise provider of IT managed solutions for small businesses. They offer a wide variety of capacity and application-specific configurations for security, backup, help desk, 24-7 monitoring and consulting. They also offer on-site technicians for installing hardware and software. |

| Target Market | Their target market is any company with 20-100 computer systems. Their customers span all industries. |

| Business Challenge | They wanted to increase the number of qualified prospects in their IT managed service products. They also wanted to have enough leads and appointments to fill the pipeline. With limited internal resources they needed to focus their sales time on selling and delivering. |

| Solution | After reviewing their sales and marketing operations, LeadMaster proposed an appointment setting and lead generation campaign to help them realize their goals. LeadMaster started with a telemarketing campaign that would generate qualified/potential leads and appointments for the client on a daily basis. This was done by carefully targeting the market, locating prospects, profiling the companies, identifying the decision makers and qualifying opportunities. |

A script outline was developed which would serve as a guide for the agents to use in qualifying a prospect.
- Introduction of the solution to the decision maker, usually the Owner, President, Partner or other C-Level Executive.

- Initial qualification of the prospect based on their interest in reducing IT
- Appointments set in the online LeadMaster calendar and an email confirmation to the prospect.
- LeadMaster appointment setters emailed marketing collateral to prospects who were not yet ready to meet. This helped nurture prospects until they were ready for a follow-up call to set the appointment.
- Appointments made with qualified prospects were entered into the LeadMaster lead management system. The client had on-demand access and real-time tracking for appointments, leads and closed sales.

Results

Account Profiling

Appointment Setting

Lead Generation

The sales generated as a result of the campaign exceeded the client's expectations. Engaging LeadMaster to set appointments and generate leads increased ROI and decreased transaction costs. Having LeadMaster find opportunities increased their sales bandwidth by allowing the sales team to focus on closing business. It improved productivity by eliminating meetings with unqualified clients. This resulted in a higher conversion of leads to sales.

Summary

Lead Nurturing

Prospecting

TeleSales

In addition to increased sales, the client now has a process they are replicating to expand their business. They also have the LeadMaster database of customer intelligence that they can tap again and again for new opportunities and insights. The client has referred LeadMaster to other franchises that have the same challenges acquiring clients.

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