

CASE STUDY

B2B. Market Development

Client: Air Quality Measurement

Client

Our client provides a service based around innovative air quality measuring equipment that detects a wide range of potentially dangerous gases in the air around oil refineries, petrochemical plants, chemical manufacturing sites, chemical processing plants and chemical distribution centres.

The equipment can also be used for measuring air quality in urban areas and is therefore of interest to Government Departments and Local Authorities.

The equipment can be located in a fixed position or be mobile in a van where gas concentrations down to very small quantities can be measured in real time alongside geographic mapping

The equipment can be sold to organisations for their environmental team to operate of our client can provide a complete outsourced service

Services

- **Summary**

While an internal team concentrated on overseas enquiries, Ignite had the brief of building awareness, customers and sales in the UK market

Ignite used internet research and telephone work to build a database of qualifying prospects and undertook lead generation campaigns using email and telephone to create sales appointments and companies and contacts for longer term nurturing

- **Prospect Data**

Although Ignite has a wealth of experience of purchasing data, we made the decision in this case to build a prospect database for our client from scratch as purchased data had the potential of high levels of non-suitable and non-qualifying companies

Across the sectors mentioned above, our research team undertook internet research followed up with telephone work to build a unique database of qualifying companies, public sector organisations, and relevant independent consultancies together with associated contacts and their email addresses

- **CRM System**

Ignite used their marketing software platform to build a bespoke CRM database for our client to hold their prospect data and execute and manage marketing campaigns

- **Lead Generation Programmes**

Over many years, Ignite has built unique methodology integrating personalised email marketing with skilled telephone work to generate appointments for sales teams

In this project, a regular supply of field and telephone appointments were generated for a Business Development Manager over several months

As a secondary objective awareness of our clients innovative technology was gradually being built with a very relevant target audience

- **Nurturing Programmes**

For qualified prospects where the opportunity was longer term, monthly email campaigns were initiated to build and maintain awareness and develop a thought-leadership position.

This was combined with timed telephone recalls to keep profile and contact information up to date and to re-confirm timings so no opportunity was missed

- **Opportunity Management and return on Investment**

When opportunities were identified and appointments booked, Ignite tracked how the pipeline is developing through feedback from the BDM recorded on the CRM system

In this way sales and longer term customer value from our work is identified to give a constantly monitored ROI

Outputs

- **Prospect & Customer Data**

A database was created to a high degree of accuracy and content which represents the clients' universe of opportunity in the UK

There is an on-going strategy for maintaining database quality and for identifying and pursuing opportunities at the right time

- **Analysis & Reporting**

The performance of all our email activity and telephone work was analysed and reported on weekly against targets to ensure the project was on track and on budget

- **Appointments**

Appointments were provided for the BDM each month against targets. The appointments had to meet qualification criteria agreed with the client. A close working relationship with the BDM and the MD was established to ensure there is full confidence in the direction of the project and the appointments being made

- **Sales**

Opportunities were tracked over several meetings and feedback recorded on the CRM with reporting to monitor the build-up of sales pipeline and assess the likelihood of sales emerging in due course