

## **CASE STUDY**

### **B2B. Lead & Appointment Generation, Prospect & Customer Nurturing**

**Client: Point-of-Sale Company**

#### **Client**

Our client provides consumer goods packaging solutions for major brands across 40 countries. Ignite provides a range of services in the UK to their Point-of-Sale Division. Our client is a market leader in the design and manufacture POS displays for major UK brands and for many retail multiples

#### **Services**

- **Summary**

Ignite runs the strategy and delivery of a new business service identifying and qualifying prospects and generating appointments for the client's business development team. Qualifying prospects and existing customers are also nurtured over time to maximise business opportunities.

- **CRM System**

We have customised a CRM solution for our client using our in-house Marketing Platform software.

With a wide range of functionality the system allows us to profile customers and prospects for highly targeted marketing activity including email campaigns and tele-marketing.

- **Data**

We have used our extensive experience built over many years to purchase prospect data and to generate prospect data from scratch from internet research.

We have used telephone work to profile prospects, fact-find to assess potential and contract/buying parameters, and to identify decision makers and influencers.

- **Appointment Generation**

Over several years we have developed a methodology integrating personalised email marketing and telephone work to generate qualified leads and appointments cost-efficiently, in this case for a team of Business Development Managers.

- **Prospect & Customer Nurturing**

For qualified prospects where the opportunity is longer term, we run monthly email campaigns to build and maintain awareness and develop a thought-leadership position. This is combined with timed telephone recalls to keep profile and contact information up to date and to re-confirm timings so no opportunity is over-looked.

For customers who may not be ordering all the time, informative content is emailed on a monthly basis to maintain the relationship and support the contact being made by Account Managers.

- **Opportunity Management and return on Investment**

When opportunities are identified and appointments booked, Ignite tracks how the pipeline is developing through feedback from BDM's 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

- **Surveys**

Email and telephone based surveys are carried out to customers to monitor satisfaction levels with the services being provided by our client

- **Customer Reactivation**

Where a customer has not ordered for a while the client hands back ownership to Ignite to work until ready for reactivation

## **Outputs**

- **Prospect & Customer Data**

A database has been 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

- **Email Campaign Analysis**

Analysis is provided on monthly email campaigns to monitor customer and prospect response and to keep the data up to date. Any undelivered emails are immediately investigated to ensure all contact data is correct

- **Status Reports**

Status reports are provided to the client each month that monitors the quality of the database, the number of appointments generated from marketing activity and expenditure, and the progress of opportunities towards a sale

- **Appointments**

Appointments are provided each month for each BDM against targets. The appointments have to meet qualification criteria agreed with the client. A close working relationship with the sales team has been established to ensure there is full confidence in the appointments

- **Sales**

Opportunities are tracked from first appointment to sale together with opportunity value and timings. Where an opportunity stalls the ownership is handed back to Ignite to reactivate

Sales and sales value are tracked against marketing expenditure to give provide an ROI for the client for Ignite's activity and budget

*References available on request*