



Big Tech Brand Reaps Rewards from Long-term Partnership with Callbox

THE CLIENT



INDUSTRY

IT Products and Services



LOCATION

Singapore



HEADQUARTERS

Singapore

ABOUT

The Client distributes and markets a diverse portfolio of IT, industrial, construction, automotive, digital media, and consumer products. The company operates in seven Southeast Asian countries and is headquartered in Singapore.



CAMPAIGN TYPE

Call-to-Invite, Appointment Setting



TARGET LOCATION

Singapore, Philippines



TARGET INDUSTRY

Manufacturing

THE CHALLENGE

Marketing in complex-sale verticals, such as IT and manufacturing, carries a special set of challenges. The conversion funnel is usually longer and nonlinear, and the process requires connecting with multiple decision-makers. That's on top of the relatively steep learning curve needed to understand and communicate what the product or service brings.

For the Client, these form the basic requirements when teaming up with third-party agencies that handle part of their marketing programs. The company combines inbound efforts (mainly done in-house) with outbound tactics (mostly outsourced to providers). Prospecting and lead generation are the activities that the Client typically delegates to an outside marketing company.

The Client recently decided to look for a new marketing partner as part of its renewed focus on Southeast Asia. The company needed an outbound agency with the scope to help it cover new segments in its target areas ((Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam), as well as the scale to generate prospects from companies in its target industries.

More importantly, the Client wanted a lead generation company they could work with on a long-term basis. This would accelerate deployment of campaigns and keep the messaging more consistent.

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HIGHLIGHTS

- Launched a long-term marketing partnership with one of Asia's biggest tech brands
- Helped the Client reach event turnout targets
- Handed off high-potential sales appointments

RESULTS WITHIN TWELVE WEEKS



68 Qualified Appointments



24 Confirmed Attendees

THE CALLBOX SOLUTION

The Client reviewed proposals sent by Callbox and two other marketing agencies. All three had considerable experience managing companies' APAC campaigns, but Callbox was able to provide case studies and references showing projects with longer-term commitments. The Client placed a great deal of emphasis on this key differentiator and signed up with Callbox.



Call-to-Invite

The project kicked off a few weeks before a company-sponsored event. The Callbox team worked closely with the Client to put together a call-to-invite campaign aimed at boosting turnout:

1. The event revolved around driving awareness and generating leads for its SAP services and solutions.
2. The target attendees mainly consisted of decision-makers in IT, Operations, and Finance from Singapore-based manufacturing firms. The Client wanted to focus on companies not using SAP Business One.
3. Once Client approved the call list and campaign materials, Callbox then launched a one-month (22-day) call-to-invite campaign.

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THE CALLBOX SOLUTION



Appointment Setting

The project's next phases consist of different appointment setting campaigns. Each phase focused on a different ICT solution, target industry, and target area.

1. The project's second full month focused on booking appointments for its SAP ERP consulting and integration services. The campaign's targets were IT prospects from trading /distribution, medical devices, and discrete manufacturing companies in Singapore.
2. After that, the Callbox team carried out two simultaneous appointment setting campaigns. One campaign targeted Singapore, while the other focused on the Philippines. Both campaigns generated ICT infrastructure appointments from finance, legal, and healthcare companies.
3. The Client played an active role in refining each campaign's parameters and in crafting the campaign materials.

RESULTS

The project has so far completed one call-to-invite and three appointment setting campaigns. The 22-day call-to-invite campaign generated a total of 24 confirmed attendees and 35 positive contacts.

Each of the four appointment setting campaigns ran for a total of one month (22 days). Each campaign's first 2 weeks were spent on testing and nurturing activities, so that most of the appointments trickled in during the second half of the month.

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RESULTS

All in all, here's what the project delivered so far:

Additionally, the campaign was able to yield the following metrics in terms of activity, reach, and response:

- **Month 1:** 24 confirmed attendees
- **Month 2:** 8 qualified appointments
- **Month 3 (Singapore):** 24 qualified appointments
- **Month 3 (Philippines):** 36 qualified appointments

All in all, the nine-month campaign produced a total of 505 qualified leads handed over for further engagement with the Client's in-house consultants. By the Client's own estimates, between 70% to 80% of the leads are expected to become customers within six months after the campaign. As such, the Client is looking to potentially generate around 354 to 404 new customers for its Part IX Debt Agreement administration services.

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