



# Callbox Printed 3D (Three-Differentiated) Campaigns For Co-Marketing Specialist

## THE CLIENT



### INDUSTRY

Managed Print Solutions / Printing Equipment & Supplies



### LOCATION

Singapore



### HEADQUARTERS

UK

### ABOUT

The Client is a 16-year specialist agency that helps businesses reach their marketing objectives by bridging the gap between sales and marketing.



### CAMPAIGN TYPE

Appointment Setting



### TARGET LOCATION

Singapore



### TARGET INDUSTRY

All Industries

## THE CHALLENGE

Liaising with clients and creating co-marketing, direct marketing and channel marketing campaigns are the Client's core competencies which they've honed and polished with more than a decade of experience running end-to-end B2B programmes. However, business had recently lull due to challenges in their prospecting process, which promptly impacted their ROI.

The Client is the rare unconventional thinker who welcomes a partnership with the competition and recognizes in it the opportunity to progress the business. Such optimism opened doors for the Client to build a partnership with Callbox.

## HIGHLIGHTS

- Properly profiled contacts via Customer Profiling process
- Eased the prospecting process via Callbox's SMART Calling
- Accurately tracked active responses via The Pipeline Lead Nurture Tool

## RESULTS WITHIN TWELVE WEEKS FOR ALL 3 CAMPAIGNS



120 Qualified Leads or Appointments



4,464 Positive Contacts



57 Warm Follow Ups



585 Information Requests

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## RESULTS AND RETURN ON INVESTMENT

Each campaign ran for 4 weeks.

The 1st campaign generated **34 leads**: category A with 10 leads, B with 9, C with 7 and D with 8. As the team became more familiar with the target market and the databases were further updated, the 2nd campaign generated more leads with **37 in total**: category A had 11, 9 each for categories B and C, and 8 for category D. The 3rd campaign topped the lead scores with 49 leads: 15 for category A, 9 for B, 13 for category C and 12 for D.

In total, the Callbox team generated **120 leads** for all three campaigns in twelve weeks - a differentiated result from all previous campaigns they ran with other providers and which all their three clients very much appreciated.

## THE CALLBOX SOLUTION



### Customer Profiling

1. A customer profiling campaign was rolled out to validate and update the databases.
2. Contact details like company and business names, address, phone numbers, email addresses and social media accounts were updated to ensure accuracy.
3. Contact validation was done by sending initial copies of the Client's newsletters featuring the awards and accreditations they have received, and also contained links to FAQs, the company website and a query box.
4. Active responses like opened emails, website visits, clicked links, and queries were tracked via the Pipeline Lead Nurture Tool and saved for follow-up.
5. Invalid emails (bounces) and contact details were updated upon speaking with the prospect.



### Appointment Setting

1. The Client launched three consecutive lead generation campaigns for three of their clients which were all HP partners.
2. Active contacts that were filtered from the customer profiling campaign were prioritized and followed up via different channels (call, email, social, web and mobile) based on the prospect's business buying behavior which was made possible by Callbox's SMART Calling process.
3. Each campaign required 4 out of 6 probing questions be answered by prospects in order to provide substantial data for campaign consultant about the prospect's current printing setup.
4. Prospects who agreed to speak with the Client were sent calendar invites to keep them reminded of the appointment schedule.
5. Leads were categorized as A, B, C and D based on the prospect's need, interest, and purchase plans. "A" leads comprised of prospects who have the need to purchase within 3-6 months, "B" prospects are interested to explore, evaluate and open to discuss about a specific printer model, "C" prospects have the need to purchase or upgrade and "D" prospects are open to discuss but without specific printer model in mind.

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