



Callbox Prints Out Success For ICT Leader

THE CLIENT

INDUSTRY	LOCATION	HEADQUARTERS
ICT	Singapore	Singapore
CAMPAIGN TYPE	TARGET LOCATION	
Lead Generation & Appointment Setting	Singapore & Hong Kong	

ABOUT

The Client is an ICT firm, and the largest HP partner in Asia, providing IT Support (Outsourcing), Cyber Security Solutions, Cloud Solutions & Services, IT Infrastructure & System Integration Services.

TARGET INDUSTRIES

Any business with printing needs with main focus on Financial Institutions & Manufacturing Plants

TARGET CONTACTS

IT Manager, HR Administrator, Procurement/Purchasing Manager, Buyer, Office Administrator, General Manager, Person-In-Charge of printers and photocopies

THE CHALLENGE

The Client consistently delivers the best print and copy solutions for their customers - a potent commitment which brought them successes in revenue and customer care since the company's inception in 2005.

But as years passed, market competition has become tougher and the primal revenue target of 20% per year showed a dramatic decline in recent years, dipping to only 13%-15%. Due to this decline, the Client felt the urgency to strategize in some areas of the business to regain what they've lost.

Immediately, it acted on the issue by taking the next best step - to look for an outsourced lead generation partner.

HIGHLIGHTS

- Successfully completed a 12-month Lead Generation and Appointment Setting campaign for a leading ICT company
- Seamlessly worked out campaign actions that opened opportunities for the Client to engage potential clients
- Achieved key objectives in terms of best-fit accounts and highly-qualified prospects

RESULTS WITHIN 12 MONTHS



Out of several marketing proposals, the Client chose Callbox because of the latter's rich experience in handling IT and Software campaigns, and the potent effectiveness of its Multi-Touch Multi-Channel lead generation scheme.

Callbox designed a 12-month Account-Based Marketing Lead Generation and Appointment Setting campaign for the Client which consisted of:

- Account-Based Multi-Channel Lead Management which included Voice, Email, Web, Chat, Webinar, and Social Media
- Sales Enablement & Support through Team Training, Account Setup, and Back Office Sales Support
- Tools & Subscriptions to the Callbox Pipeline and HubSpot CRM
- Account Management via Strategy Building, Reporting and Product Knowledge

The Goals

- The Callbox team was to reach out to prospects via multiple channels to uncover their pain points, and upcoming needs.
- Profile the target accounts based on the Client's specifications
- Set meetings between the Client's consultants and prospects who expressed interest, and have the need of any of their services

Below is the two-step campaign process:



Account Research and Selection

1. The Client specified their target industries, location, and relevant contacts.
2. Callbox refined the Client's ideal customer profile (ICP) which served as a basis for identifying qualified accounts.
3. Callbox came up with a list of potential contacts to target which was reviewed and approved by the Client.



Account and Prospect Profiling

1. The Client provided buyer persona profiles of the prospects that they wanted the outbound campaign to target. The profiles consisted of detailed demographic and firmographic segmentations.
2. Identified as the campaign's primary targets were IT Manager, HR Administrator, Procurement/Purchasing Manager, Buyer, Office Administrator, General Manager, Person-In-Charge of printers and photocopies
3. The master contact list was segmented based on these personas, and was further grouped according to industry type.

RESULTS

The 12-month Account-Based Marketing Lead Generation and Appointment Setting campaign yielded more than what the Client expected, with 176 Sales Qualified Leads, 179 Marketing Qualified Leads, and 298 Social Media Connections.

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