



# Micro Market Provider Forecasts Pipeline Value Growth After Campaign

## THE CLIENT

**INDUSTRY**  
Food and Beverage

**LOCATION**  
APAC

**HEADQUARTERS**  
Singapore

### ABOUT

The Client provides a comprehensive suite of food and beverage vending solutions for small- to- mid-sized businesses, including its proprietary line of self-service workplace micro markets. The company also offers a broad range of corporate dining and refreshment services, such as office coffee services as well as catering and pantry services.

**CAMPAIGN TYPE**  
Appointment Setting

**TARGET LOCATION**  
APAC

### TARGET INDUSTRIES

Agriculture, Mining, Construction, Manufacturing, Transportation, Wholesale and Retail, Finance, Professional Services

### TARGET CONTACTS

HR Managers, Facility Managers, Office Managers, Site Managers, Property Managers, Business Owners

## THE CHALLENGE

Workplace micro markets are fast becoming a more popular alternative to traditional office vending machines. Micro markets offer a healthier and more diverse selection of food, drinks, and snacks at companies where having a full-service cafeteria or kitchen isn't an option. They provide businesses and employees better convenience, increased efficiency, and greater wellness benefits.

The Client is looking to capture a bigger slice of the growing demand for micro market solutions, particularly among mid-sized companies in the APAC region. Its current (mostly inbound) marketing program generates an average of 10 appointments per month, of which 30% become sales-qualified. The company's sales team can close around 40% of these opportunities as new customers.

To achieve its expansion goals, the Client realizes it has to increase the flow of leads and appointments into its pipeline. That's why the Client wants to complement its inbound marketing initiatives with targeted, outbound prospecting tactics.

But with its in-house marketing team and sales reps already facing hectic workloads, the Client understands it needs to outsource a good deal of top-of-funnel outbound marketing activities, such as prospect research and prequalification.

## HIGHLIGHTS

- Launched a highly successful integrated appointment setting campaign that leveraged both live phone conversations and email marketing
- Delivered appointments, leads, and sales intelligence to boost Client's marketing efforts
- Increased Client's pipeline in terms of number of opportunities and potential value

## RESULTS WITHIN 6 MONTHS



182 Sales Appointments



206 Leads Completed

The Client partnered with Callbox after short-listing a number of third-party marketing agencies. The company says Callbox's consultative approach at helping the Client narrow down its marketing needs, plus Callbox's multi-channel marketing philosophy, set it apart from the other candidates it was evaluating.

The Callbox team then closely worked with the Client to develop an Account-based Marketing Lead Generation & Appointment Setting campaign which consisted of the following:

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

### The Goals

- The Callbox team was to gauge the product fit and buying intent of potential customers for its micro market packages
- Book qualified prospects for a meeting with the Client's reps
- Collect additional prospect information to help the Client nurture leads and opportunities

The effort started out with a thorough analysis of the Client's ideal customer profile. This consisted of companies operating in APAC with between 250 to 500 employees.

The Client also wanted to prioritize companies with at least 100 employees working at a single location in order for its self-service micro market kiosks to tap into sufficient foot traffic.



### Appointment Setting

1. Callbox prepared the campaign call list based on the Client's requirements. The Client also handed Callbox a list of APAC companies that were already in the Client's pipeline or its current customers.
2. Callbox also drafted the campaign call scripts which included probing questions tailored to achieve the three objectives outlined earlier.
3. Agents contacted key decision makers in the target companies and classified these prospects as qualified appointments (those who agreed to meet with a Client rep) or completed leads (those that indicate interest in micro market offerings).



### Email Marketing

1. The campaign leveraged targeted emails in order to warm prospects up, send out marketing materials, and follow up on previous touch points.
2. The campaign team's email specialists crafted personalized email templates and tested each email component (subject lines, email copy, sending schedules, landing page, etc.) to achieve optimal response rates
3. The Client received real-time campaign updates and helped plan email marketing cadence using Callbox's Pipeline CRM tool

## RESULTS

The campaign ran for a total of 6 months and met all its objectives with 182 Sales Qualified Leads and 206 Leads Completed.

#### CALL

USA +1 888.810.7464  
UK +44 207.442.5066  
AUSTRALIA +61 2 9037 2248

NEW ZEALAND +64 9.9143122  
SINGAPORE +65 3159.1112  
MALAYSIA +60 3.9212.5776  
HONG KONG +852 3.6786708

#### EMAIL

info@callboxinc.com  
sales@callboxinc.com