



Outbound Campaign Fast-tracks Inbound Results for Business Travel Platform

THE CLIENT



INDUSTRY
Hospitality



LOCATION
Boston, MA



HEADQUARTERS
Boston, MA

ABOUT

The Client is the corporate travel management arm of a leading online travel agency. The company provides end-to-end business travel solutions tailored for every stage in the travel cycle. Its primary products and services include its flagship online booking platform, a full suite of travel management and reporting tools, and personalized account management and consulting.



CAMPAIGN TYPE
Lead Generation



TARGET LOCATION
All over the USA



TARGET INDUSTRY
All Industries

THE CHALLENGE

Shortly before first contacting Callbox, the Client was in the middle of a key strategic refocus that aimed to expand the company's footprint in the growing SME business travel segment. The Client had already developed specific packages and solutions tailored for small and medium-sized companies' needs and was looking to acquire more SME accounts.

To help drive awareness and generate interest in its SME-focused offerings, the company launched a number of lead generation initiatives that included publishing a comprehensive whitepaper on creating and deploying a company travel policy.

The Client wanted to reach new prospects with this content asset but encountered mixed results with the distribution and promotion tactics they were using (which mostly consisted of inbound channels like SEO, social media, and online promotion).

Downloads average 6 per week (although this went up as high as 11 in the first full week after publication) and marketing-qualified lead (MQL) conversion rates didn't meet the Client's targets.

After considering other options for distributing the whitepaper, the Client decided to include outbound channels in its content promotion mix. But, having no outbound expertise of its own, the Client began looking for a third-party lead generation vendor to handle the outbound portion of the campaign.

CALL

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HIGHLIGHTS

- Launched a targeted, integrated lead generation campaign to promote a key content asset and qualify prospects
- Doubled the number of whitepaper downloads and increased the content's conversion rate
- Increased the volume and quality of MQLs in the Client's pipeline

RESULTS WITHIN TWELVE WEEKS



109 Leads Completed



386 Decision-makers Reached



189 Ebook Downloads



71 Follow-ups

THE CALLBOX SOLUTION

The Client chose Callbox after a thorough evaluation process, pointing out that Callbox's multi-channel approach at lead generation and prospecting best met their goals. The Callbox team then prepared a campaign plan for a 3-month lead generation program with the following objectives:

- **Increase the number of hand-raisers from its whitepaper**
- **Qualify prospects based on their ability to influence business travel decisions**
- **Collect key information to profile each prospect**

The campaign carried out direct, targeted outreach through live conversations with the target prospects enhanced through email, social media, and online channels. The decision makers included HR directors, HR managers, CFOs, finance directors, administrative managers, CEOs, and other persons in charge of expense management/procurement from companies all over the U.S. with annual revenues not exceeding \$10 million.

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THE CALLBOX SOLUTION



Lead Generation

1. Callbox prepared all materials used in the campaign. These were reviewed and approved by the Client. The materials included the campaign contact list, call scripts, email templates, and landing pages.
2. Calling agents engaged the target prospects through one-on-one conversations which served to promote the whitepaper and to qualify the leads.
3. The campaign used emails to add another layer of touch points for distributing the whitepaper, as well as leveraged the LinkedIn platform to increase reach and visibility.

RESULTS

The targeted lead generation campaign ran for a total of 66 days (22 days per month). As with most of Callbox's multi-touch, multi-channel lead generation projects, leads only began trickling in after the first two weeks of the campaign. That's because the campaign's opening phase focused on initiating contact and nurturing prospects through email which maintained open rates of 32.2% and click-through rates of 9.7%.

Broken down by month, the lead generation activities produced the following results:

Month	Leads Completed
1st	21
2nd	31
3rd	57

The company travel policy whitepaper was downloaded a total of 189 times during the three-month campaign period, which gave a weekly average of nearly 16 downloads (or twice the pre-campaign rate). The Client also mentioned that 80% of the 109 leads (or 88 leads) were already MQLs.

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