



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 Minneapolis-St. Paul area. 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.

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Gain insight into information drawn from Callbox past campaigns

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Grab a copy of our FREE EBOOK, [Targeted B2B Marketing: Guide, Checklists, and Worksheets](#)! A comprehensive guide to targeted marketing to help organizations get in front of the **right people** at the **right time** through the **right channels** with the **right message** to influence a purchase.



Download the Handbook now

I WANT THAT FREE EBOOK!



The image is a promotional banner for a free eBook. On the left, there is a 3D rendering of a blue book titled "Targeted B2B Marketing Handbook: Guide, Checklists and Worksheets" with the Callbox logo at the bottom. The background is dark blue with a target graphic. To the right, the text "Download the Handbook now" is written in large white font. Below it is a yellow button with the text "I WANT THAT FREE EBOOK!". On the far right, there is a faint illustration of a person in a suit sitting at a desk with a laptop.



CLIENT STORY

Outbound Campaign Fast-tracks Inbound Results for Business Travel Platform [CASE STUDY]

The image shows a wide-angle shot of an airport runway with an airplane taking off. In the background, there is a city skyline with several high-rise buildings. The foreground is a body of water. A yellow banner with the text "CLIENT STORY" is overlaid on the left side. Below it, the title "Outbound Campaign Fast-tracks Inbound Results for Business Travel Platform [CASE STUDY]" is written in white text.

[**Outbound Campaign Fast-tracks Inbound Results for Business Travel Platform \[CASE STUDY\]**](#)

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