



CLIENT STORY

IT Security Provider Taps into APAC Markets with Callbox Campaign

The Client is looking to capture a huge part of the growing demand for smart cards and personal identification applications in the APAC region. In particular, the company aims to grow sales of its card printers/encoders and its ID card design software suite.

In line with this, the Client's strategy calls for targeting organizations that issue cards to employees or members in order to position its solutions as an alternative to legacy systems or other secure identity brands. The value proposition for its products and services revolves around flexibility, scalability, reliability, security, and affordability.

Currently, the Client focuses on two key markets: Australia and the Philippines. Its target companies in Australia include golf clubs, yacht clubs, sailing clubs, football clubs, rugby clubs, and other organizations with regular members. For the Philippines, the Client wants to reach out to manufacturing and BPO companies.

This year, the Client has been moving more toward outsourcing marketing activities in the awareness stage of its sales funnel. The company wants its in-house team to concentrate on nurturing and following up opportunities while letting a third-party agency do much of the prospecting and lead generation heavy-lifting.

Aside from delivering cost savings and productivity gains, the Client requires its marketing partner to have deep familiarity with its target markets and must be able to effectively communicate its value proposition.

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