

Case Study: Digitisation

£1 m closed orders within six weeks of campaign

Case Study

The Client

Our client is an American global corporation that sells document services and technology products in more than 160 countries worldwide. With revenues of almost \$11 billion globally, they are consistently placed in the list of Fortune 500 companies.

The Problem

A review of the client's approach to generating new business activities identified a need to have more conversations with senior decision-makers, as these would be the people able to begin a review of supplier arrangements and potentially generate business for our client. Previous marketing activity had led with an overtly technical and feature-based message, which did not engage large portions of the prospective audience. This meant that our client's existing prospect database was too small to allow for real business opportunities. With a small new business team, our client needed a way of creating further inbound enquiries, and ensuring that they were focusing their time and resources on contacting the right people.

The Solution

Media & Marketing Solutions worked with the client's marketing and new business development team to identify more than 8,000 IT, Facilities & Estates and Operations decision makers from across the Healthcare sector, using the power of our Ingenium community. Using our purpose-built email system iServe, each contact was sent a highly personalised message introducing the services offered by our client. A neutral brand was used to syndicate the content and the email centred on a single call to action, inviting recipients to view purpose-built collateral. Utilising an established and renowned neutral brand allowed us to engage with contacts and organisations that had unsubscribed from receiving communications directly from our client. iServe provided accurate reporting on opens, clicks and forwards, meaning all interaction was trackable. Using this information, our client could better focus their follow-up activity, knowing that the contact had already shown an interest based on the email activity.

The Results

The email campaign attracted **1,500 views**, many of which were as a direct consequence of the email being forwarded. Several inbound enquiries were received from people working in IT roles, who were attracted to the idea of a one-stop solution to their digitisation requirements. This resulted in **new meetings** being arranged with senior executives at several large trusts. By focusing on people who had either clicked extensively or forwarded the email, the telemarketing activity undertaken by the client's sales team produced additional meetings. These meetings delivered four strong commercial opportunities, with a combined value of £4.7 million – **£1 million** of which closed within 6 weeks of the campaign launch.

1,500
views

1,500 views of our email campaign

£4.7 million in total opportunities
generated

£4.7 m

£1m

£1 million closed business within six
weeks of our campaign launching

Marketing Solutions for the Public and Private Sector

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