

Case Study: Fleet Management



INGENIUM

Targeted campaign wins 18 meetings with major clients

Case Study

The Client

Automotive Leasing is the LeasePlan brand specialising in Public Sector vehicle leasing and fleet management services, with over 500 Public Sector clients. They have been awarded a position on many procurement frameworks.

The Problem

A review of their approach to generating new business activities identified a need to have more conversations with senior executives who, whilst not directly responsible for the day-to-day activities of fleet management, would be in a position to instigate reviews of their supplier arrangements. Automotive Leasing's existing prospect database was too small, with fewer than 2,000 emails, and predominately consisted of contacts in specialised fleet and transport roles. With a small new business team, Automotive Leasing needed a way to generate inbound enquiries, focusing the time and resources of their outsourced telemarketing agency towards those organisations who were interested in reviewing their current arrangements.

The Solution

Media & Marketing Solutions worked with the client's marketing and new business development team to identify over 12,000 senior decision makers in our Ingenium data community, across the Finance, Procurement and Operations functions in the Local and Central Government and NHS sectors. Using our iServe email broadcast system, each contact was sent a personalised email introducing the services offered by Automotive Leasing and positioning them as a one-stop solution for their current and future needs.

Our iServe system provided accurate reporting on opens, clicks and forwards. Using this information, the outsourced telemarketing agency could better focus their calling knowing that the contact had already shown some interest based on the email activity. Many of the contacts in our dataset also had a DDI number, which made it much easier to contact people.

The Results

The email campaign attracted **3,000 views**, many of which were from the email being forwarded. A number of **inbound enquiries** were received from people working in Finance roles. This resulted in new meetings being arranged with senior executives at a large county council, one of the North West's major unitary councils and a Central Government department with a fleet of 5,000 vehicles. By focusing on those people who had either clicked extensively or forwarded the email, the telemarketing activity produced an additional **fifteen meetings** from five days' calling. Following on from this initial project, Automotive Leasing have worked extensively with Media & Marketing Solutions for the last three years and utilise the Ingenium contact database and our range of marketing solutions as platforms to continually identify and communicate with the right decision makers across the Public Sector to support their new business activities.

18

18 meetings booked

email campaign attracted
3,000 views

3000

Meetings

meetings booked included a major
Central Government department
with 5,000 vehicles

Marketing Solutions for the Public and Private Sector

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