

MSP's 14-Month ABM Campaign Generated 700 Appointments



THE CLIENT



INDUSTRY

IT / Software



HEADQUARTERS

North America



CAMPAIGN TYPE

Lead Generation
& Appointment
Setting



TARGET LOCATION

USA-wide

ABOUT

The Client is a leading US-based provider of Cloud-based B2B supply chain integration solutions, and helps its customers connect electronically, automate supply chain processes, and enhance collaboration and visibility across global trading partners.

LINES OF BUSINESS

Cloud Integration, Supply Chain Solutions

LOCATION

North America, South America, Europe, The Middle East, Africa, Asia Pacific

TARGET DECISION MAKERS

CIO, IT Manager, Senior Development Manager, PIC of the Software Development in the company

TARGET INDUSTRIES

Retail - Apparel & Specialty Retail, Consumer Electronics, Furniture, Home Furnishing & Appliances, Food & Beverage and Home Improvement/DIY

Transportation & Logistics - Air & Ocean Carriers, LTL, 3PLs, Freight Brokers & Forwarders, Customer Brokers, NVOCCs

Manufacturing & Distribution - Automotive, Building & Construction Supply, Chemicals, Consumer Products, Food & Beverage, High Tech Electronics, Discrete Manufacturing, Wholesale Distribution, Medical Supplies & Labs, Propane, Oil & Gas

Field Service & Sales - Equipment Rental, Leasing & Recycling Services, Fulfillment & Warehousing

THE CHALLENGE

Prior to working with Callbox, the Client employed a number of lead generation companies in the hope to help them scale up the business. Unfortunately, much of the leads generated from those campaigns resulted in low conversion due to poor lead quality brought by lists with poorly verified contacts, and lack in probing efforts to uncover prospects' needs.

The Client realized the extent of time and effort wasted on those campaigns, and decided to hold off all outsourcing plans for the moment. After getting quite a few interesting proposals from marketing agencies, the supply chain lead finally decided to, again, give it a try.

HIGHLIGHTS

- Successfully completed a 14-month ABM Lead Generation and Appointment Setting campaign for a leading managed solutions provider.
- Worked out data profiling activities that helped improve the Client's prospect engagement which resulted in better conversion rates.
- Achieved key objectives in terms of delivering best-fit accounts projected to bring more than a million worth of incremental revenue to the Client.

RESULTS WITHIN 14 MONTHS



700 Appointments
Set



150 Potential
Leads

Callbox designed an Account-based Marketing Lead Generation & Appointment Setting campaign for the Client which consisted of:

- Multi-Channel Lead Management which utilized Voice, Email, Chat, Web, Social Media, and Webinar
- Sales Enablement & Support that includes Team Training, Account Setup, and Back Office Sales Support
- Tools & Subscriptions to Callbox Pipeline and HubSpot CRM
- Account Management with Strategy Building, Reporting and Product Knowledge

The Goals

- The Callbox team was to profile the contact list to ensure that all the information is accurate
- Engage prospects via multiple channels, and offer the Client's Order Management Solutions platform
- Set appointments for the Client

The campaign was rolled out in two stages:



Account Research and Selection

1. The Client specified their target industries, location and relevant contacts.
2. Callbox refined the Client's ideal customer profile (ICP) which served as a basis for identifying qualified account
3. Callbox built a list of target contacts which was reviewed and approved by the Client



Account and Prospect Profiling

1. The Client provided buyer persona profiles of the prospects that they want the outbound campaign to engage. The profiles consisted of detailed demographic and firmographic segmentations
2. Buyer personas identified as the campaign's primary targets were CIO, IT Manager, Senior Development Manager, PIC of the Software Development in the company
3. The master contact list was segmented based on these personas, and was further grouped according to industry type

RESULTS

Overall, the fourteen-month ABM Lead Generation and Appointment Setting campaign delivered a total of 700 Sales Qualified Appointments and 150 Potential Leads.

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