

# B2B Lead Generation



## From Zero Brand Awareness to 190 New Leads

Pete Savage Helps Tech Company Achieve 200% ROI with B2B Direct Mail

### Background

Truition is a small provider of hosted on-demand e-commerce solutions in a fiercely competitive industry. Their technologies power on stores for retailers and brand manufacturers like Sirius Satellite Radio, Philips, Major League Baseball, Dell Financial Services and ShopNBC.

### Challenge

The challenge was to come up with an attention-getting direct mail package that not only put Truition on the map, but established them as an expert strategic partner.

“We wanted to initiate a conversation with key prospects who had never heard of us,” says Mike Hennessy, Truition’s Director of Marketing. Truition had a number of challenges to overcome:

- Because this was their first direct mail campaign, they had no experience or accumulated knowledge to draw on.
- They had to rely primarily on untested, rented lists.
- A small player, they had zero brand awareness outside their client base.
- Breaking through the clutter would be difficult because the target audience consisted of over-marketed marketing directors and executives.
- The campaign would launch when the target audience was most distracted – in the busy pre-Christmas run up.

### Solution

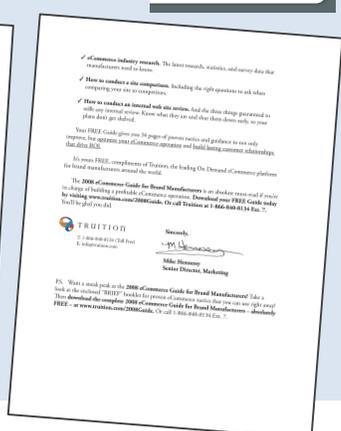
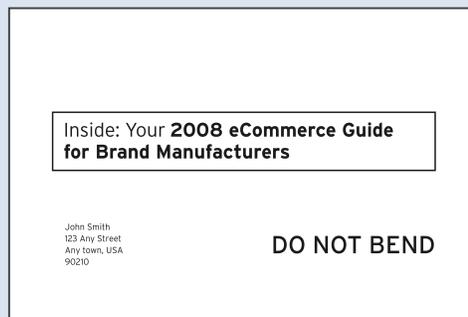
Mike Hennessy, Truition’s VP Marketing, asked Pete Savage to be the strategic lead on the direct mail campaign.

### Offer Development

Working with Hennessy to understand the needs of the market segment, Pete directed the concept and strategy for the campaign. Pete recommended the campaign be built around a high value information premium offer.

### The Package

Truition’s direct mail package consisted of an intentionally simple outer envelope, a small booklet insert and a sales letter.



## Solution *continued*...

**Simplicity and substance is what got this package through the mailroom and past the gatekeepers.** The outer envelope design is simple. It has no logos, branding, or colour. The minimalist design and language was intentionally chosen to give anyone handling the mail the perception that the recipient may have actually ordered the material inside.

The booklet insert adds to the perception that there is something of substance (and, therefore, value) inside.

**The sales letter spoke to the audience like human beings: it acknowledged their business needs but did so by appealing to their human concerns.** “Most B2B direct mail is written in a corporate tone, which destroys response,” says Savage. “Truition trusted in the more human tone of the sales letter which helped make the campaign a blockbuster.”

**The offer was highly valuable and relevant to the audience.** The sales letter pitched the free offer, the *2008 eCommerce Guide for Brand Manufacturers* – a document that Truition created specifically for this campaign. The letter described the content of this highly targeted publication in specific detail, and drove readers to a unique URL where they could download the Guide instantly, in exchange for contact information.

### The landing page encouraged response

“Pete guided our design agency on best practices in landing page design,” says Hennessy. “His acumen in this critical aspect of the campaign maximized conversions.”

## Results

### Approaching 200 Leads. ROI Over 200%

The campaign achieved a response rate of almost 2% (1.98%) which is at the extreme high end of normal response for B2B direct mail. This outstanding response rate translated into close to 200 leads on a list size of roughly 10,000.

The high response rate exceeded Truition’s expectations. “We did not expect 190 leads from our first direct mail effort, especially with so many factors against us,” says Hennessy. We were thrilled with the results.”

After the mailing Truition immediately closed new business in excess of \$150,000, for an ROI of over 200%. This stands to grow exponentially as Truition’s small sales force busily nurtures the abundance of leads that flooded in from the campaign.

**“Pete Savage conceptualized and wrote a direct mail package that made it through the mail room, past gatekeepers, and onto the desks of hard-to-reach decision makers – not to mention, achieved a 200% ROI.”**

- Mike Hennessy, VP Marketing, Truition



### Pete Savage on B2B Direct Mail:

*“The two most important questions to ask right at the start of your direct mail campaign are:*

- 1. What are the real top pains of our target audience?, and*
- 2. What can we offer to alleviate these pains?*

*That’s because part of the formula for an effective sales letter is to first agitate known problems in the mind of your target readers, and then entice them to connect with your company for the solution.*

*The copywriter must understand the answer to these two questions completely. If not, the campaign will totally miss the mark.”*

**FREE Articles by Pete Savage on B2B marketing at**

**[www.petesavage.com](http://www.petesavage.com)**

PETE SAVAGE



\* Specializing in software and technology

**For a no-obligation quote on your next direct mail campaign, contact Pete Savage at + 519-859-5070**



## ABOUT PETE SAVAGE

### Pete Savage, B2B Copywriter

**Pete Savage** is a B2B marketing copywriter, consultant, speaker, and publisher whose insights have been published in the *World's Best Kept Copywriting Secrets Volume II*, and by the *Canadian Professional Sales Association* and *SixFigureJobs.com*

Of the thousands of copywriters out there, few have real world sales experience. Fewer still have an academic background in business.

But with a university degree in Business and Fortune 500 sales experience, Pete knows first hand how business decisions are made, and how to move prospects through the sales cycle.

Pete has written a variety of marketing materials for some of the most recognized B2B companies in North America, including Research in Motion, Motorola, and NCR. He also works with small and medium businesses who are serious about marketing. Pete is aligned with a select group of marketing agencies who share his passion for B2B marketing.

Pete is an Honours Bachelor of Business Administration graduate from Wilfrid Laurier University in Waterloo, Ontario. He serves clients across Canada and the United States from his office in London, Ontario, Canada.

#### Samples

Visit [www.petesavage.com](http://www.petesavage.com) for samples of Pete's work, a complete list of services and testimonials from marketing professionals who work with Pete.

#### Contact

To inquire about Pete's availability for your next lead generation campaign or lead nurturing effort, contact *Mike Thompson, Office Manager* at: [mike@petesavage.com](mailto:mike@petesavage.com). Or call 519-859-5070.

**"If you sell software or technology to B2B prospects, I recommend Pete Savage. He is a rare copywriter who knows how to structure and write copy that connects with executive decision makers."**

- Ann Marie Lang, Marketing Director, NCR

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- Mike Hennessy, VP Marketing, Truition

**"Pete Savage helped us effectively communicate our message to several key audiences. He is a great B2B copywriter who was able to understand our unique business model very quickly."**

- Mike Keriokos, EVP, Waterfront Media | NY