



CLIENT CASE STUDY SNAPSHOT



EDU Sales-Ready Lead-Gen Campaign

Client Profile

Founded in 1982, this client is one of the top 5 global providers of network computing and infrastructure solutions. A large portion of the client's business comes from sales to colleges, universities and K12 school districts.

Program Objectives

- Create a stream of highly qualified sales-ready leads and drive \$5M in revenue within higher education institutions through promotion of discounted hardware and software products.
- Increase end of fiscal year sales in Q3 and Q4 and create pipeline in excess of \$35M through direct and partner sales.
- Track results and demonstrate positive ROI.

Success Snapshot

- Delivered **124%** of qualified lead pipeline
- Achieved sales pipeline valuation ROI level of **\$428 to \$1**

Best in Class Lead Generation for Public Sector Solution Providers

Client Challenge

Despite having met past quarterly lead generation goals, this DMP client had fallen short of sales revenue targets. While the client had delivered on lead goals, with a previous teleprospecting vendor, they had not met sales revenue targets, as the other vendor's leads fell out of the sales process at a high rate and caused the client's sales team to lose confidence in the program.

The client needed to deliver well-qualified, sales-ready leads to restore the sales team's confidence in marketing, boost near term sales revenue and meet revenue targets.

The client chose DMP to develop and execute a qualified lead generation program that would enable their sales team to sell more to their higher education accounts.

DMP Solution

Using our reverse sales funnel engineering process, DMP worked with our client to determine the number of sales-ready leads required to meet revenue goals. We then designed and implemented a multi-touch campaign which consisted of the following:

- DMP compiled data from our client's existing lists, supplemented with trade show lists and rented trade publication lists to build a custom target database.
- DMP coordinated with the client's email vendor on a series of ten promotional email broadcasts over a four-month period. The campaign promoted hardware and software solutions within higher education, K12, and teaching hospital accounts.
- DMP integrated teleprospecting follow-up on the email blasts with conversations based on customers' interest in the emails. Our highly trained reps successfully promoted and cross-sold from an approved list of over 60 of the client's products.
- DMP scored and qualified leads per the client's custom criteria. Only highly qualified sales-ready leads were routed to the sales team for follow-up. Less qualified leads were kept in the nurture queue.

DMP exceeded sales pipeline generation goals and contributed to a proven ROI of \$428 to \$1.



*“DMP’s great efforts have contributed to over **\$30 million** in revenue - actual revenue – from this program. And the final revenue numbers are not even in yet! What a success. Your part in this was very essential to this marketing campaign. Thank you all. ”*

Field Marketing Manager, U.S. Healthcare, Education and Research

Direct Marketing Partners

is an outsourced business-to-business marketing service provider. Through the use of proprietary tools, personalized multi-touch strategies, and unmatched analytics, we specialize in optimizing lead pipelines, accelerating our clients’ marketing-through-sales cycles, and achieving measurable, robust ROI. Our core competencies include sales lead generation and qualification, direct and channel partner lead pipeline management, audience acquisition, and database marketing and management.

Project Success

The program exceeded all expectations, as DMP delivered a sales pipeline that contributed to a proven ROI of \$428 to \$1.

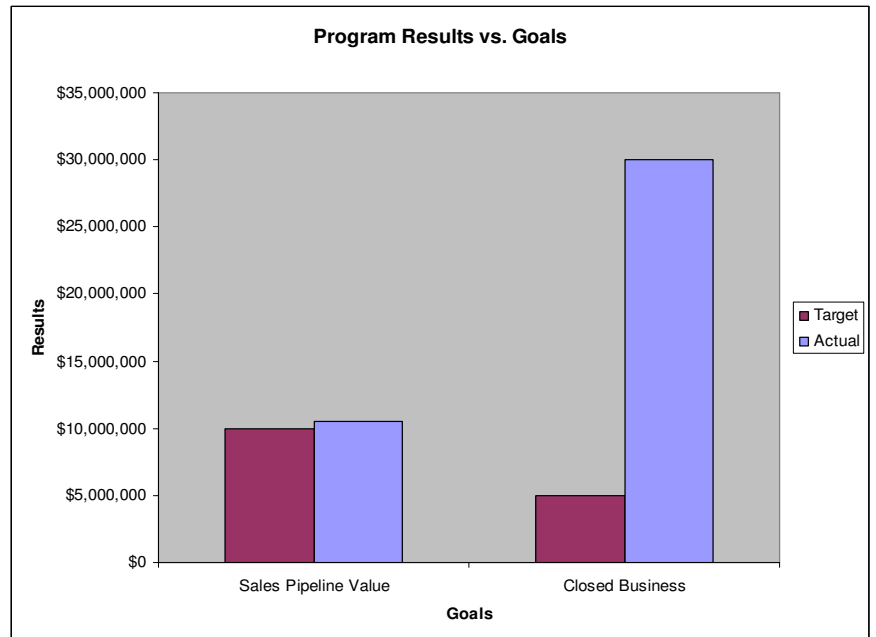


Figure 1- While DMP exceeded the sales-ready lead target by only 5%, the highly qualified nature of DMP's sales-ready leads enabled sales to close more deals in less time. Consequently, the program **exceeded revenue goals by 600%**.

How can DMP bring you success?

Call 800-909-2626 x4 or email info@dirmkt.com to find out today!