

Global Software Enterprise wins \$500,000 deal with Tele-Calling Campaign

Client

The client is a global software enterprise based in California. Their new offering in information security claimed to be a game-changer, and they intended to present it at an international IT conference in Tokyo.

Problem Statements

- The client was keen on having target businesses to be part of their product launch showcase at the event.
- Create an overall awareness and anticipation for the product in IT circles.
- Personalized invitations were to be sent out to potential partners and investors in the region.
- Tele-calling campaigns were planned to educate prospects about the scope of the offering.

Problem Statements	Solutions
Finding Interest Groups Locally:	<ul style="list-style-type: none"> ● B2B Decision-Makers' Lists with \$50M+ turnover in selected APAC regions ● Geo-targeted segmentation of 5 APAC countries ● Past IT Event Attendees in Japan for the last one year
Multichannel Awareness for Client's IT Product:	<ul style="list-style-type: none"> ● Product Email Campaigns to top decision-makers in the APAC IT sector ● Specialized Social Campaigns promoting features and specifications of the product ● Discussions on B2B online forums to spread awareness and anticipation ● Tech forums discussions with mentions of the new Information Security offerings
Tele-Calling Campaign:	<ul style="list-style-type: none"> ● Direct-Dial Tele marketing Campaigns to invite regional businesses in Japan and other APAC countries to the Tokyo event ● Tele-calling campaigns with Top IT decision makers to fix 1:1 appointments apart from the exhibit
Post-event Follow-up:	<ul style="list-style-type: none"> ● Following up on each email and phone query post and prior to the event ● Regular lead nurturing campaigns ● Direct integration to client's CRM to add new leads in real-time

Tele-calling Process to set Event Appointments



Results

