



The Client – Business providing advanced security solutions to businesses.

The Challenge

This client has been providing advanced security solutions to businesses and organisations for over a decade. They offer a range of products and services from motion and heat sensor detection, motion-triggered security surveillance and notification systems, biometric door security, advanced server security equipment and more. With the introduction to GDPR in the coming months, the client wants to engage with businesses and organisations that are looking to update or increase their IT infrastructure security, to secure and maintain compliance with the new data legislation.

The Project

The client doesn't have a particular sector that they target, however larger businesses that work with large amounts of personal and sensitive data, who also have a reasonably sized security budget, are the main targets for this pilot campaign. Some of the businesses that we are going to be reaching out to include large accountancy firms, educational organisations, governmental bodies, large-scale marketing firms, NHS institutes and insurance and banking firms.

The 10-day pilot campaign will be run over a 5-week period with our teams working 2-days per week for the client. The target for the campaign will be to generate 15 qualified face to face appointments.

The Results

Having now completed the pilot campaign, the client is thrilled with the results. The target was to generate 15 qualified face-to-face appointments, but at the end of the fourth week of the campaign one of our team members managed to secure the 18th qualified appointment for the client, and there were 6 more in the works.

By the end of the campaign our teams had secured a total of 22 appointments, with 19 of those appointments being face-to-face, and 16 of the total 22 resulting in a successful purchase. Overall the client saw a return on investment of over 320%. They have since requested us to conduct a 10-week campaign with our teams working 3 days per week, in order to secure more business in the run-up to the launch of GDPR.