

The Client – Developer of biometric identification for security and payment in education.

The Challenge

The client was originally using email marketing and social media marketing to generate business. This worked well for them in the short term, but as they were unfamiliar with marketing, they started noticing a decline in the number of leads they were acquiring and wanted to do something about it. They started looking for new methods of generating leads so that they could sustain their business and keep a consistent flow of sales. After they were referred by another company, they got in contact with us to see if we could help increase their flow of leads and appointments.

The Project

The client needed to generate appointments quite quickly so that they could get the business back on track for in terms of predicted sales in that quarter. We recommended a 30-day pilot campaign that would be carried out over a six-week period so that they could experience the results that the campaigns can bring.

The aim of the pilot campaign was to generate qualified appointments with decision-makers in all manner of education groups, from primary schools to universities. The main attraction for an appointment was that it was a free demonstration of the products and in-depth discussion of how it can help secure facilities and make payments for school dinners or school trips, a lot easier.

To simplify the process of contacting the prospects, we split the data for the campaign into three segments: Primary Education, Secondary Education and Further Education and focused on each segment for two weeks at a time. The reason for this is so we could focus on the unique benefits for each of the three groups.

The Results

Just over two-thirds of the way through the campaign, we had managed to secure 19 appointments for the client which meant we already beaten the target of 18 appointments for the entire campaign. By the end of the campaign, we had secured a total of 29 appointments for the client, with the client reporting that 25 appointments resulted in a successful sale and three of the other five contacts requesting to be contacted later in the year.

In the pilot, we organised 11 appointments in the primary education group, 8 in the secondary education group and 8 appointments in the further education sector.