



The Client – Developed of DAM Software System (Digital Asset Management)

The Challenge...

Prior to working with us, this client had been conducting their appointment setting activities internally. Despite seeing a good level and quality of results, and acquiring some high-profile clients in their active markets, when attempting to expand into new markets, they struggled to gain traction due to the campaign costs, and were noticing the affects on their business. After exploring their options, they decided that outsourcing their appointment setting activities to an external agency would be the best option.

The Project...

The pilot campaign for this client involved getting in touch with Higher Education organisations such as FE colleges, universities, and academies, finding out how they currently manage their content, whether they have any issues with their digital management, and provide information about the DAM system and set up a time for the client to go into the organisation and give a demonstration.

The criteria for this campaign were Higher Education organisations across London and some of the surrounding counties including Kent, Surrey, and Essex. The pilot was a 30-day activity spanning across 15 weeks. The target for this campaign was to generate 15 fully qualified demonstration appointments.

The Results...

At the end of the campaign, our team had secured a total of 21 fully qualified appointments 12 with FE colleges, 7 with Universities, and 3 with large-scale specialist academies.

The client has since gone onto a 3-month rolling campaign targeting Universities, Colleges and Academies all across England.