

The Client – Industrial Magnet manufacturer

### The Challenge ....

Our client provides industrial magnets to the industry. Their challenge is that they do not get much repeat business as the product lifecycle is quite long. Identifying new customers has always been an issue and although they have tried several marketing initiatives, they have not enjoyed much success. With the change in management, the new board are looking at ways of taking the brand to new levels.

### The Project ....

Our client is looking for both a brand awareness initiative and an opportunity to generate leads and appointments for the existing sales team.

### The Results ....

We conducted an initial pilot of 20 days of emailing and calling to prospects we had previously identified in the manufacturing and shipping sectors. During the pilot, we

- Made over 2,000 calls to the prospect list
- Generated 17 opportunities
- Generated another 31 potential future opportunities

As the sectors are quite small, we have spoken to most of the target audience for this client, and we are currently in talks to deliver another campaign later in the year to work on the pipeline and secure more opportunities for our client.