

The Client – Interactive Display Screens

The Challenge

Our client is a new entry into this technology arena. They have spent several years perfecting the technology before coming to market, and being technologists, they have no marketing experience. The client knows the markets they want to break into, but because of the nature of those markets, they have struggled to get a foothold. Usually attending exhibitions and technology shows, they have been disappointed with the results. They contacted us when they decided that a more direct, fine tuned approach was needed to penetrate the markets they wanted to get into.

The Project

Our client has three sectors which they have identified as being the most lucrative and each sector needs to have a different approach:-

- Education
- Resellers
- Retail

We have been asked to conduct three separate campaigns. In the education sector, we are approaching Colleges and Universities to promote the displays in common areas of each facility. In this sector, the sales cycle can be quite lengthy, so we are not just booking appointments, we are also following up and staying in contact with the buyers until they are ready to commit.

The resellers are being asked to take part in a training programme prior to promoting the display screens to their customers.

Retail is the more challenging of the three sectors, and we have adopted a levelled approach, using social media, email marketing and telemarketing to contact very high-level contacts within major retailers such as Boots, The Arcadia Group and other large groups.

We have three telemarketing managers working on these campaigns, each with their own level of knowledge in the three key sectors.

The Results

Our client is now gaining in roads in a much faster way than previously.

We have, to date, secured 7 appointments in the retail sector, and our client has secured three multiple sales with a large national retailer so far. We also have a strong pipeline within this sector.

We have secured 11 resellers who are currently undergoing training and will be ready to promote the technology within the next 2 months.

We have secured 6 appointments with Colleges and Universities, and our client has secured 2 Universities with a total of 9 units being installed over the summer break.

The ROI for our client is considerable, and as we come close to finalising this pilot project, we have already entered into a rolling series of campaigns running until the end of the year.