

The Client – Company that installs playground markings.

The Challenge

This client's issue was that they weren't sure how they could engage with their prospects. They would often rely on email marketing for business generation which worked well for a time, but they were in need of a more effective and beneficial method. They felt that with email they didn't get the chance to hear their prospect's concerns as they would often get minimal or no replies at all.

They contacted us after doing some research into different methods that they could use and wanted to know more about telemarketing. After going through how our services worked and some campaigns that we have run in their target industry, we began a pilot campaign of 15-days so that the client could see the results of a telemarketing campaign first-hand.

The Project

The client wanted to generate leads that he and the company's sales manager could then take over and organise an appointment for. The pilot campaign involved contacting pre-schools and primary education facilities as well as local authorities and promoting the client's services. The pilot campaign was carried out over a period of 5 weeks with an agreed upon target of 20 leads.

The Results

As we were just over the halfway mark of the campaign, we had already passed on 19 leads to the client. At the end of the campaign, we had handed over a total of 36 leads to the client, who reported that 29 of those leads resulted in an appointment. Overall, the pilot campaign alone resulted in a return on investment of 227.6%.