

**The Client** – Portable Card Machine Supplier

### The Challenge ....

The client had been primarily focusing on outbound email marketing activity and inbound enquiries as a result of search engine adverts/PPC. Although they had gained a number of clients through these channels, they wanted to take a direct and targeted approach to generating new business opportunities, and came to us towards the end of 2018 to learn more about our appointment setting campaigns.

### The Project ....

The product that the client wanted to focus on was their newly released portable card machine. The client wanted to target small businesses in the Midlands in the retail, hospitality (pubs & restaurants), and car mechanics/workshops.

The approach to the campaign was to get in touch with small business owners and enquire into their current solutions for processing card payments, whether they had a portable solution, and if appropriate, organise a face-to-face appointment for the client to demonstrate the card machine.

The pilot campaign was run for 20 days over 10 weeks, with a target of 2–3 appointments per-day.

### The Results ....

By the final week of the campaign, our team had generated a total of 67 face-to-face appointments for the client, which was over the target of 40 – 60 appointments.

Due to the success and significant ROI that the client saw from the pilot campaign alone, they requested a follow-up campaign to continue the activity, and nurture the pipeline of appointment leads that had been developed during the pilot activity.

They remain a long-standing customer, and have had a number of subsequent campaigns targeting the North of England focusing on their portable card machines, and introducing their other payment products and solutions – with a member of our team calling on their behalf 3 days per week, every week.