

**The Client** – Professional Shredding Service

### The Challenge ....

The client had primarily relied on generating leads from their email marketing campaigns, they had generated a good level of leads through their email marketing, however the results weren't consistent. They came to us in the middle of 2018 to learn more about our telemarketing lead generation campaigns, and how this could be integrated with their existing email marketing strategy.

### The Project ....

The product our client wanted to focus on was their paper waste shredding service. The client wanted to target organisations within the business services industries e.g. finance, insurance etc. in the Midlands, and enquire as to how there are currently disposing of confidential paper waste.

The approach of the campaign was to get in touch with the relevant decision-makers and enquire into their current measures for the disposal of paper waste and confidential documents, and discuss whether they would be interested in learning more about the client's professional paper shredding services. If the prospect then showed interest, we would pass those leads onto our client to follow up on.

The campaign was run for 45 days, over 15 weeks, with our team working 3 days per-week with a target of 1-2 leads per day.

### The Results ....

By the end of the campaign our team had generated a total of 98 fully-qualified leads for their sales team to follow up on and close, which was over the target of around 45 – 90 leads.

After following up on the leads, the client reported a conversion rate of 68.4%, after successfully converting 67 of the 98 leads.

Because of the success of the campaign and the sudden boost in results, the client decided to move onto a monthly-rolling campaign and widen the target market to include more Northern areas of the UK.