

The Client – Supplier of high-yield, specialised fertilisation products.

The Challenge

This particular client offers smart liquid fertiliser to large scale crop farms all over the UK. The challenge for this client is that they didn't have a lot of time to spare for business generation campaigns, but they wanted to keep their flow of appointments going. The client gave us a list of data that they had acquired, and we used this in conjunction with our own data during the pilot campaign.

The Project

The aim of the pilot was to organise appointments for the client with farm managers so that they can give in-depth demonstrations of the products. The requirements for the appointments were at least 400 acres for a face-to-face appointment and at least 200 acres for a phone call appointment. To gain the prospect's interest, we highlighted the advantages and USPs of the products and how they can improve the yield of the farmer's crop. The pilot campaign was set for a 30-day period, beginning from the start of September. The target for the campaign was 15 qualified appointments.

The Results

The pilot campaign was run over a six-week period at the start of September and our teams were working 5-days a week on the campaign. By the time we got to the start of the third week of the campaign, we had already secured 12 appointments for the client and they had already met with and agreed on a contract with 7 of these contacts. By the end of the campaign, we secured a total of 22 appointments for the client which is 146% of the initial target. Out of the 22 appointments generated, 18 resulted in a successful business transaction, which is a success rate of 81.8%.