



NZ B2B Media Company On Track to Hit Targets with Callbox

THE CLIENT



LOCATION
New Zealand



HEADQUARTERS
New Zealand



CAMPAIGN TYPE
Appointment Setting



INDUSTRY
Advertising

TARGET LOCATION

Auckland and Hamilton, NZ

TARGET INDUSTRIES

All industries (except competitors)

TARGET CONTACTS

Sales and Marketing Manager, HR Manager, CEO, Managing Director, Director, Training Manager, Health and Safety Manager, Operations Manager, Product Manager

ABOUT

The Client provides corporate video production services to a wide range of businesses and organizations in New Zealand. The company specializes in video projects for advertising, corporate communications, event coverage, and motion graphics.

THE CHALLENGE

The Client offers video production services to corporate and business customers all over New Zealand. The company maintains a portfolio of video projects used in internal and external communications, company profiles, corporate announcements, events coverage, customer testimonials, product guides, training resources, and promotional materials.

The company recently ramped up its customer acquisition objectives with particular focus given to mid-sized organizations located in the Auckland and Hamilton areas. The Client wanted to grow its market share in the “Golden Triangle” region, where the company expects demand for corporate video productions to outpace the rest of the country.

In order to meet its new targets with the sales resources and manpower it currently has, the Client believes it’s going to need the help of a third-party agency doing much of the top-of-funnel prospecting legwork, so that its sales development team can exclusively focus on mid-to-bottom-of-funnel stages.

HIGHLIGHTS

- Combined one-on-one sales calls with targeted email outreach to drive conversations in a successful NZ campaign
- Handed off qualified sales appointments that matched the Client’s target customer profile and level of solution fit
- Helped Client increase both sales opportunities and pipeline value

CAMPAIGN RESULTS



1st Month: **12 Qualified Appointments**



2nd Month: **13 Qualified Appointments**



3rd Month: **15 Qualified Appointments**

After reviewing proposals from several marketing providers, the Client signed up for Callbox's AI-driven account based appointment-setting service. The Client noted that the program met all their requirements and that Callbox already had an extensive track record of success with FinTech companies in the APAC region.

From the outset, the Client made it very clear they wanted a long-term partnership. That's why a pilot three-month campaign was first carried out to learn the best ways to move things forward. After the test campaign, Callbox and the Client went ahead with full implementation, which is still ongoing today.

The Callbox AI-assisted campaigns consist of three main activities. Some of the key highlights include:



Appointment Setting

- 1. Callbox leveraged an AI-generated Ideal Customer Profile (ICP) that precisely identifies the client's target audience, serving as a basis for identifying qualified accounts.
- 2. The team then compiled the target list, which included various job titles relevant to the Client's suite of video production services.
- 3. The Client reviewed and approved the call script which was prepared by the Callbox campaign team. Aside from probing questions, the script also included items designed to gather other pertinent information from the prospects.
- 4. Successful calls included contacts who expressed interest in knowing more or currently have a definite video production requirement. Prospects who agreed to meet with the Client's reps over the phone or at their office were tagged as qualified appointments.



Email Marketing

- 1. Callbox created the template for initial email outreach, while the Client provided the template used to send out additional materials.
- 2. The Callbox team continuously tracked and refined each component of the email marketing campaign in order to maximize response rates.
- 3. The Client received real-time campaign updates and helped plan email marketing cadence using Smart Engage, Callbox's proprietary CRM and marketing automation tool.

RESULTS

The campaign began by initiating contact and nurturing warm leads through targeted email outreach. Accordingly, most of the results generated during the campaign's first couple of weeks were almost exclusively related to email marketing initiatives, including average delivery rates of 98%, open rates of 33%, and CTRs of 7%.

As the initial phase started winding down during the second half of the first month, the campaign began seeing steady appointment-setting results. Here's a month-by-month breakdown:

- 1st Month: 12 qualified appointments
- 2nd Month: 13 qualified appointments
- 3rd Month: 15 qualified appointments

Out of the 40 total qualified appointments, the Client expects to turn 75% (or 30) into sales-qualified opportunities. With average close rates of 60%, the Client can potentially generate around 18 new customers from the campaign within the next sales cycle.

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