



Managed IT Firm, a Long-Term Callbox Client, Closes \$150K in One Campaign

THE CLIENT



INDUSTRY
Managed IT



LOCATION
Atlanta, GA, USA and Sydney, AU



HEADQUARTERS
Atlanta, GA

ABOUT

The Client is an Atlanta, GA-based managed IT services provider with a branch office in Sydney, AU. The company works with SMEs in both the Atlanta and Sydney metropolitan areas, offering a variety of IT services including procurement, consultancy, technical support, project management, and cloud management.



CAMPAIGN TYPE
Appointment Setting



TARGET LOCATION
Boston, GA, USA and Sydney, AU metropolitan areas

TARGET INDUSTRIES

Mining, Construction, Manufacturing, Transportation & Public Utilities, Wholesale Trade, Retail Trade, Finance, Insurance, Real Estate, Services

TARGET DECISION MAKERS

Owner, Office Manager, IT Manager, Finance Manager

THE CHALLENGE

The Client started working with Callbox in 2017. Throughout the ensuing 12 months, Callbox has remained a strategic marketing partner for the company, helping them reach key business milestones.

As an extension of the Client's marketing team, Callbox is responsible for planning and executing targeted outbound prospecting campaigns based on the company's growth objectives and revenue goals.

During the project's first two campaigns, the Client focused on increasing awareness and acquiring customers for its growing suite of managed services aimed at SMEs in the Atlanta metropolitan area.

As the company's marketing priorities shifted (such as the addition of new offerings like its IT advisory and

cloud management solutions into the product mix), Callbox was consistently able to readapt how it planned and managed campaigns according to the Client's changing requirements.

The specialized nature of the Client's services also meant that marketing reps handling the Client's campaigns needed to have a good technical grasp of the offerings. This ensured that the company's unique value proposition was effectively communicated to the target prospects.

In August 2018, the Client expanded into the Australian market by setting up an office in Sydney. The bulk of the outbound activities have since been refocused toward engaging potential customers in the new market.

CALL

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CASE STUDY
MANAGED IT FIRM, A LONG-TERM CALLBOX CLIENT, CLOSES \$150K IN ONE CAMPAIGN

HIGHLIGHTS

- Designed and deployed a long-term appointment setting program for a managed IT solution provider
- Accelerated the Client's pipeline growth with consistent stream of qualified appointments
- Delivered prospects that converted into \$150,000 in new contracts for the Client

RESULTS WITHIN TWELVE WEEKS



THE CALLBOX SOLUTION

Each three-month campaign consisted of an integrated phone and email outreach cadence designed to qualify prospects and book them for a meeting with the Client's reps. Accordingly, each campaign focused on three main activities:



Researching and Profiling Contacts

1. Callbox helped the Client refine its ideal customer profile (ICP) by analyzing and documenting its target market and existing customers.
2. Callbox's database team then collected contacts that matched the ICP through Callbox's in-house data repository and also through desk research.
3. For both Atlanta and Sydney campaigns, the Client wanted to target business owners, office managers, it managers, and finance managers from companies in 10 industries, with 15 to 500 employees.

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THE CALLBOX SOLUTION



Outreach and Follow-up Activities

1. The campaigns followed a multi-touch outreach cadence primarily made up of email and phone touches to contact and schedule prospects for one-on-one meetings with the Client's reps.
2. Social media was also used in later campaigns as an added touch point for profiling and nurturing leads.
3. The Callbox team prepared all campaign materials including the call scripts, email templates, landing pages, and social media posts.



Lead Management

1. The first two campaigns were executed using the Client's own CRM, but later projects were migrated to Pipeline (Callbox's proprietary marketing automation tool).
2. Pipeline includes SMARTCalling, a data-driven call optimization feature, to maximize decision maker reach, as well as Lead Nurture tool to help the Client customize the outreach cadence.
3. Callbox also provided real-time updates on campaign progress and lead/appointment status, and sent out timely notifications to ensure meetings took place as scheduled.

RESULTS

The Client was able to win **new contracts worth \$150,000** from the appointments delivered by the Callbox team.

The project has now completed three full campaigns (each with three months of appointment setting activities) and is currently in the middle of the fourth campaign. So far, the results are in line with the Client's targets.

The three completed campaigns have generated a total of **90 qualified appointments**, or an average of **30 per campaign** (around 10 per month). The Client says this far exceeds what their team can produce in-house.

More importantly, during the second campaign, the Client was able to win new contracts worth \$150,000 from the appointments delivered by the Callbox team.

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