

Callbox Boosts Event Turnout for Cloud Provider, Hands Over 1,000+ New Prospects



THE CLIENT



CAMPAIGN TYPE

Event Marketing



TARGET LOCATION

SG, HK



TARGET INDUSTRY

Retail, Technology, Mining, Construction, Manufacturing, Transportation, Communications, Utilities, Wholesale, BFSI, Business Services, Government, Agriculture



TARGET DECISION MAKERS

CMOs, Marketing, Mktg, Brand, Product, Creative, Digital, Ecommerce, Marketer, Media, Promotion, Sales, Communications

ABOUT

The Client is a San Francisco, CA-based software company that provides cloud computing solutions to enterprise and business users. The Client primarily offers an on-demand customer relationship management (CRM) platform, where subscribers store customer data, track sales opportunities, and collect customer insights.

The Client also develops other subscription-based solutions for meeting businesses' needs throughout the customer life cycle, as well as provides a full suite of development integration services.

Founded in 1999, the Client now remains the clear leader in the CRM space with a 20% market share. As of 2017, The Client has around 30,100 employees across its global offices and annual revenues of more than \$8.4 billion.

THE CHALLENGE

As a leading brand in the CRM market, the Client regularly organizes and hosts in-person events throughout different parts of the world. These tradeshows and conferences, including its annual flagship event, typically draw huge numbers of attendees and receive extensive media coverage.

For its Asia-Pacific calendar, the company had a series of live events lined up for 2017. These events—which were scheduled for January, April, and July—would showcase the Client's insights on how top-performing marketers succeed with customer-centric strategies driven by digital tools.

The Client planned to host each of the events in both Singapore and Hong Kong, targeting CMOs, marketing directors, sales directors, marketing managers, and other persons in charge of marketing and sales at organizations based in the two cities. The three events included separate programs for SMB and mid-market/general business (MMGB) audiences.

The company partnered with Callbox after being introduced by one of Callbox's long-time clients in the software space. The Client intended to add targeted, one-on-one outreach into the event promotion mix, and wanted to see how Callbox's Call-to-Invite package would be able to help boost registrations for its January event. The initial campaign's results met the company's expectations, and The Client decided to work with Callbox for the April and July live events.

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B2B EVENTS FIRM GETS SOLID REGISTRATIONS FROM LONG-TERM PARTNERSHIP WITH CALLBOX

THE CALLBOX SOLUTION

A Call-to-Invite campaign was planned for each of the three events. The three campaigns combined email outreach and live phone conversations to engage attendees and prospects throughout the event cycle.

STEP 1. LAYING DOWN THE GROUNDWORK

Prior to the start of each campaign, callbox closely worked with the Client to thoroughly prepare for the Call-to-Invite activities:

1. Hand-picked and briefed the campaign team, which included calling agents and email specialists
2. Created the Client's account on Pipeline, Callbox's lead management platform, and integrated The Client's event partner Revolution 360 into the loop
3. Developed the campaign collaterals, including email templates and call scripts which were reviewed by the Client
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COUNT A

A. PRIORITY COMPANIES (FORTUNE 1000) "MM/GB" <small>at least 2-3 contacts per company</small>			B. ENTERPRISE: 1001 AND ABOVE EMPLOYEES <small>at least 2-3 contacts per company</small>		
Singapore & Hong Kong			Singapore & Hong Kong		
Industry Breakdown	Marketing Target Contacts	Other Job Titles	Industry Breakdown	Marketing Target Contacts	Other Job Titles
Retail	402	1343	Retail	149	1173
Technology	916		Technology	386	1607
Mining	11	132	Construction	23	326
Construction	53	846	Manufacturing	610	2439
Manufacturing	861	15842	Transportation	388	318
Transportation	162	834	Communications	82	132
Communications	169		Utilities	21	100
Utilities	27	132	Wholesale	338	1800
Wholesale	1071	2592	BFSI	150	1922
BFSI	435	3339	Business Services	221	2861
Business Services	893	5815	Government		227
Government	37	152			
Agriculture	1	27			
TOTAL	5,083	31,054	TOTAL	2,368	12,905

COUNT B

A. SMB CUSTOMERS: 50 - 99 EMPLOYEES			B. SMB CUSTOMERS: 25 - 49 EMPLOYEES		
at least 2-3 contacts per company			at least 2-3 contacts per company		
Singapore & Hong Kong			Singapore & Hong Kong		
Industry Breakdown	Marketing Target Contacts	Other Job Titles	Industry Breakdown	Marketing Target Contacts	Other Job Titles
Retail	144	479	Retail	242	557
E-commerce	22		E-commerce	5	3
Manufacturing	298	3743	Manufacturing	342	4940
Communications and Media	106	354	Communications and Media	78	316
Healthcare and Life Science	55	177	Healthcare and Life Science	48	291
Business Services	215	1411	Business Services	230	1970
Finance Services	54	634	Finance Services	127	1031
TOTAL	869	6,798	TOTAL	1,072	9,108

STEP 2. CONTACTING AND INVITING POTENTIAL ATTENDEES

The pre-event outreach cadence started one month prior to each scheduled conference. The Callbox team segmented potential attendees according to location (Singapore or Hong Kong), business size (SMB or MMGB), and target industry.

1. Launched the pre-event cadence with initial email invites
2. Followed up the initial emails with phone calls and another batch of targeted email send-outs
3. Helped contacts complete the registration process
4. Called up registered attendees two days before the event to confirm attendance

STEP 3. FOLLOWING UP AFTER THE EVENT

To maximize conversions, Callbox executed a post-event follow-up cadence after each conference.

1. Sent a personalized thank-you email two days after the event
2. Contacted attendees in order to screen them as qualified opportunities
3. Reengaged registered attendees who were not able to attend as well as reached out to other contacts in the campaign

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RESULTS

Going into each campaign, the Client focused on the number of registered attendees as the primary KPI to gauge the Call-to-Invite campaign's success. The following table summarizes the number of registered attendees from the three campaigns:

Singapore

CAMPAIGN	RSVP	REQUESTED INFO	FOLLOW-UPS
1ST	31	44	66
2ND	65	130	33
3RD	115	237	66

Hong Kong

CAMPAIGN	RSVP	REQUESTED INFO	FOLLOW-UPS
1ST	15	72	36
2ND	39	106	49
3RD	88	67	38

In addition, the three campaigns also generated 1,050 new prospects for the Client. This consisted of 394 follow-ups and 656 requests for information.

The Client was very pleased with the results of the three Call-to-Invite campaigns. The first campaign exceeded their expectations that they increased the number of calling seats for the March-April and June-July campaigns. The company has also decided to continue partnering with Callbox for its upcoming Asia-Pacific events.

HIGHLIGHTS

- Carried out 3 successful event marketing campaigns for the Client
- Generated 353 total registered event attendees
- Added 1,050 new prospects to the Client's pipeline

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