



Software Company Won Thousands of Registrations Thru Callbox Webinar Event Campaign

THE CLIENT



INDUSTRY

Software



LOCATION

CA



HEADQUARTERS

Ottawa, CA



CAMPAIGN TYPE

Webinar & Virtual
Event Marketing



TARGET LOCATION

USA, CA, UK, NZ



TARGET INDUSTRY

IT Organizations

ABOUT

The Client is a provider of remote monitoring and management software products and services for managed service providers, IT service providers and value added resellers that offer IT support services to small to medium businesses.

TARGET CONTACTS

IT professionals, C-suite, Persons-in-charge/Heads of IT

THE CHALLENGE

The Client was to launch a series of webinars in US and Canada, and needed a marketing partner to help generate registrations. The campaign required hundreds of calling activities everyday which they saw to be a major challenge for their in-house marketing staff.

Trying to outsource for the first time, the Client took careful steps in searching for the right telemarketing partner, and eventually chose Callbox from a list of B2B firms because of the latter's extensive experience in running lead generation campaigns.

HIGHLIGHTS

- Reached and engaged high value accounts through multi-channel marketing for a leading remote monitoring and management software products and services provider.
- Completed an end-to-end webinar event campaign from promotion to facilitation and reporting.

RESULTS



35,793 Webinar Event
Registrations

CALL

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AUSTRALIA +61 2 9037 2248

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callbox
LEAD MANAGEMENT SOLUTIONS

Callbox designed an end-to-end Multi-Touch, Multi-Channel Webinar & Virtual Event Marketing campaign which utilized Voice, Email, Mobile, Web, and Social Media to target attendees from the US and Canada.

The Callbox team was to manage the whole webinar campaign starting from promotion, actual or live event, and onto post-event tasks which consisted of:



Pre-Webinar Promotion

- 1. Email Templates
- 2. Call Scripts
- 3. Landing Pages Form
- 4. Promotional Materials



Webinar Facilitation

- 1. Practice Session
- 2. Speaker(s) Introduction
- 3. Attendee Engagement
- 4. Q&A Moderation



Webinar Report

- 1. Video Recording
- 2. Audience Feedback
- 3. Q&A Reports
- 4. Pre & Post Event Metrics

The Campaign Goals

The webinar campaign focused on contacting key prospects to introduce them to the potentials of increased sales and lowered business costs through managed services.

Prospects who expressed interest in the Client’s services were booked for appointments with the Client’s lead development team, and were registered for the webinar.

RESULTS

The US and Canada webinar events did very well which brought the Client to decide on signing another contract with Callbox for a 20-seat campaign to target the UK and New Zealand markets.

Overall, the Webinar Event campaigns ran for 3 years, and generated a total of 35,793 registrations.

“

I am pleased to recommend Callbox. They have consistently worked with a collaborative attitude to ensure all processes are current and achieve all set key performance indicators. Whenever an issue did arise we worked through the issue in a timely and efficient manner so goals remained on target. They have a positive, easy to work with demeanor and strive to exceed performance expectations. I highly recommend their services.

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