

Case Study *Business messaging and communication platform*

Regions

Brazil, India, Indonesia, Mexico

Brief

Business messaging and communication platform wanted to raise awareness of their B2B offering in these markets, with the aim of booking qualified appointments with decision makers.

Our Approach

We chose to use a hybrid strategy encompassing content syndication with a double touch approach, including profiling questions, telemarketing (TM) with Soft BANT, and appointment setting. This way we could deliver the brand awareness they were after whilst still gaining leads at every stage of the buying cycle.



Repeat Booking

The campaign's success led to an extension for the second half of the year



55%

Of leads delivered with a direct dial or mobile



CSR

Over 5,000 trees planted for the Meta Virtual Forest

 PerfectLeadGeneration



Data Profiling

We profiled 100,000 data records based on the client's brief, incorporating an exclusion list of existing clients and previous leads.



Regional Landing Pages

We created landing pages for regional content in the native language, incorporating opt-in and privacy policies.



Content Hub Creation

A content hub was created to enable prospects to choose their preferred content after completing the opt-in process.



A/B Testing

A/B testing was conducted to check messaging and engagement in phase one of the campaign.



Email Validation

Email validation tools were utilized to maintain a bounce rate below 1%.



Quality Assurance

All leads were passed through the "Perfect Process" for quality assurance and mapped to LinkedIn to ensure the accuracy of each record.



Lead Upload and Reporting

Leads were uploaded weekly via the "Convertr" platform, with detailed reporting on a bespoke dashboard, including job title, asset downloaded, region, and company size.



Client Communication

We conducted weekly calls with the client to discuss results, challenges, and to fine-tune the campaign.