

# Case Study *Global Fitness Equipment Provider*

## CAMPAIGN OVERVIEW

### Target Audience

Colleges/Gyms/Hotels/Universities

### Geography

China and Japan

### Brief

To identify and target key decision makers within each organisation with relevant content and information. Follow up via telephone to qualify and ascertain those organisations with plans and budget to purchase new equipment and upgrade their gym facility within the next 12 months.

### Content

EDM journey to include e-learning information and industry news, together with a corporate brochure, delivered in local language; Mandarin and Japanese, with the exception of international hotels, which offered both in local and English language.

### Campaign Objectives

The primary objective of the campaign was to create qualified leads and net new accounts for their sales team. Targeting decision-makers at colleges, gyms, hotels, and universities in China and Japan.

## KEY RESULTS



### Tele Follow Up

Over 3000 outbound calls were made into each region and the specific information was obtained from the organisations allowing us to map the data and populate the client's CRM (Salesforce) with opted in contacts and confirmed information around contacts job role/function, current equipment and age of equipment, pain points, and awareness of the brand.



### Results

Ensuring the right people were targeted was key to this campaign's success. 800+ opted in contacts from 600+ companies. 75 qualified appointments.



### Next Steps

Repeat bookings for both regions, together with completed/repeated campaigns across England, France, Germany, Netherlands, North America and Spain.



### Summary

Spread across two and a half years, including event and exhibition support, The company was subsequently acquired for \$420M.

- 800+ opted in contacts
- 75 qualified appointments
- Delivered in local language

