



MAXIMUM LEADS GENERATED
BY USING ACCOUNT BASED
MARKETING

Maximum Leads generated by using Account Based Marketing

Purpose: Lead Generation

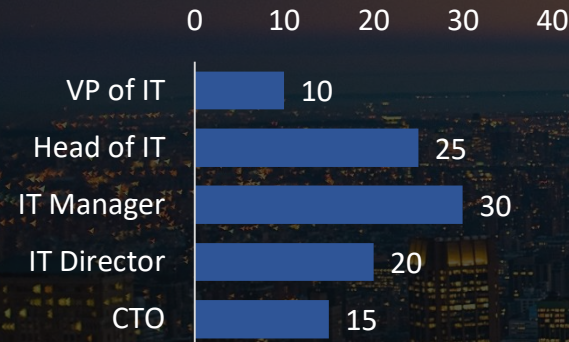
Requirement: One of the leading IT company in the USA wants to promote its services to the given TAL and personalize their approach to ABM.

Challenges:

- Lack of accurate contacts in their target accounts.
- Sales was wasting valuable selling time on dead-ends and manual research.
- Low match rates, lack of filters, and spotty direct-dial data.

Campaign Specification

Profiles targeted



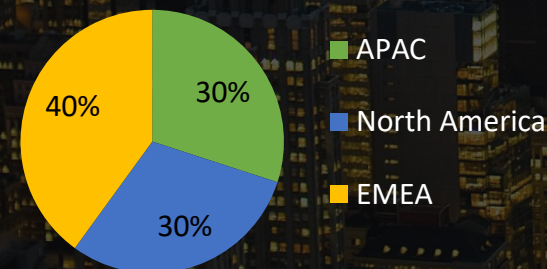
Sectors

360
Degree Sectors

Employee Size

11 to 10,000+

Geos targeted



Revenue

1M
USD and above

Maximum Leads generated by using Account Based Marketing

How we helped them?

- For this lead generation campaign, an account based marketing strategy was created for targeted companies list provided by the client.
- The most efficient channels to reach the customers were selected. So, we decided to generate the leads via telephonic, email, and linkedIn ad campaign methods. Our database team fetched out the data for the telemarketing team as well as for the email marketing team.
- The script and banner was designed for telemarketing team and for running linkedIn and email campaign.
- With this approach we were able to reach and influence the niche target group, and clear value propositions were created for each buyer persona.

Methodology



Telephonic

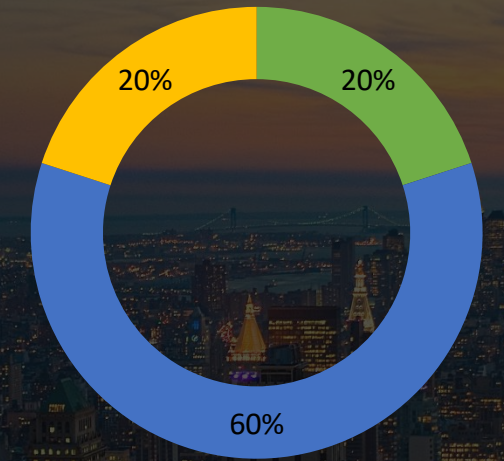


Email
Marketing



Digital
Marketing

Key Takeaways



■ Telephonic ■ Email ■ Digital Ads

- 20% of leads generated through Telephonic Call on quarterly bases.
- 60% of leads generated through Email marketing on quarterly bases.
- 20% Leads generated through Digital Ads on quarterly bases.



CLIENT'S TESTIMONIAL

"We were impressed by the professionalism with which Qualcomm Media treats their customers. They helped us to generate some brilliant leads which increases our revenue. Now, we are planning to work with them again"

-Head of Sales, Leading IT Firm in USA



SRL, BANT & Content Syndication for – Dell Technologies and IBM

Client Overview:

Dell Technologies provides the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information.

Target Audience:

Decision Makers: Senior Manager, Director, Head (IT Security)

Profiling Criteria: Budget, Timeline, Security Challenges

Industries : Retail, Manufacturing, Telecom, Food & Beverage

Geography: US, UK, France, Germany, DACH, Australia, Singapore





Challenges:

- The Marketing team of Dell wanted to find decision makers from a TAL to boost their ABM program. They had already secured leads from their team but were unable to penetrate many other accounts.

Solution:

Firstly, our database team gathered all business card details from our own database & secondary web research. This data was passed on to the team of Tele callers to prospect & find leads in 470 accounts globally. Our multilingual team operates from one single delivery center which can overcome language barriers & maintain coordination, consistency on a particular campaign. A complimentary whitepaper was sent out to all leads & information on decision making, budget & timeline was captured over the call. The recordings were submitted along with the lead sheet for transparency & opt in management.

Results:

In 20 days(4 week program) our team secured 140 qualified leads amongst 470 accounts targeting Directors, Senior Managers & Heads of IT Security department.

Team Details: 2 Tele Callers, 1 Web Researcher



Client Overview:

Client Overview: IBM is a leading cloud platform and cognitive solutions company & amongst the Fortune 500 list.

Target Audience:

Decision Maker: IT Manager, Network Admin, VP, Director

Industries: All, except Govt. & Public sector

Geography: US, Canada, Middle East, South Africa, BENELUX, India, Australia, New Zealand.





Challenges:

For a company of such scale, it's pertinent for IBM to generate fresh leads regularly, keep customers engaged & the prospects updated with their latest offerings. IBM relies on many agencies like us to drive engagements in an omni-channel way. The challenge was to obtain opt-in data & to profile opportunities in the European market.

Solution:

Content syndication & MQLs through Tele & Email. A comprehensive program to disseminate their latest whitepaper on Network infrastructure solution & obtain permission for future marketing initiatives. An email marketing program & a team of Tele callers to reach maximum prospects in the 3 months timeframe.

Results:

We were able to deliver 4100 MQLs during the 3 month course of program. 160k engaged with the content piece. 20% increase in the online traffic.

Team Details: 12 Tele Callers & 3 Email Marketing Specialist.

