

lead generation for software provider

Providing qualified leads into local Government and Healthcare sector market

Providing innovative web based automation tools for hard pressed IT managers, Kaseya have won a reputation for great functionality and good value. Their solutions are utilised by many mid-sized service management companies. End user customers; NHS Trusts, medium enterprises and Local Government Bodies, were extremely satisfied with Kaseya's products and excellent customer service.

However, in common with many medium sized companies in the UK and EMEA, winning market share was a challenge. Kaseya were simply not generating enough qualified leads and although their customers loved them, few decision makers in their target markets had learnt of their existence.

The Challenge

With the credit crunch impacting new business generation, Kaseya needed to develop a pipeline of good quality leads for their internal salespeople to follow up. They had tried telemarketing which had delivered mixed results. Conferences were reasonably effective but very expensive. No individual solution had provided market awareness and generated sales opportunities that Kaseya's management demanded.

Co-ordinated Strategy

Kaseya turned to APMdigital who has significant experience and success in building relationships through integrated digital campaigns. Using the email campaign as a backbone, APMdigital built a series of micro sites and useful collateral, which acted as a 'honey trap' for Kaseya's target market. 'We were fortunate in having access to good quality, opted in data' reports Mark Grey, MD, APMdigital 'it enabled us to deliver results that were far in excess of industry standards'.

Individual's behaviour was monitored as the campaign progressed. Our experience with identifying 'buying signals' from web browsing activity enabled them to determine areas of interest and then target relevant information to prospects. Co-ordinating email communications with telemarketing, PR, conferences, PPC and web 2.0 built relationships with prospects. Perhaps more importantly Kaseya's sales staff knew what interested their prospects and could immediately engage them in productive conversations.

Results

Building relationships takes time; senior managers rarely make purchasing decisions on the strength of a single email. However, a good pipeline of leads was developed in the public sector. Telemarketers reported that prospects recalled the emails, white papers and landing sites. They were able to engage decision makers in productive conversations which took the sales process to the next level. 'We were delighted with the results' reports Sean O'Connell (EMEA Marketing Manager at Kaseya). 'results were delivered quickly and our telemarketers could see, in real time, what prospects were looking at on our micro sites'. APMdigital delivered a total of 212 warmed leads were developed over a four week period. The campaign has been extended and new campaigns developed. Their salespeople now have a strong pipeline of well qualified, warmed leads who are happy to accept calls.



company profile:

Brief description of the industry they work in.

The Challenge:

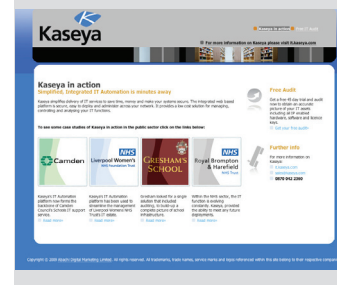
Develop qualified sales leads

The Solution:

Develop an integrated marketing plan to develop Kaseya's web presence within the Government and Health Sector.

The Result :

a xx% increase on ... providing xx sales qualified leads and securing pipeline into Q2



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