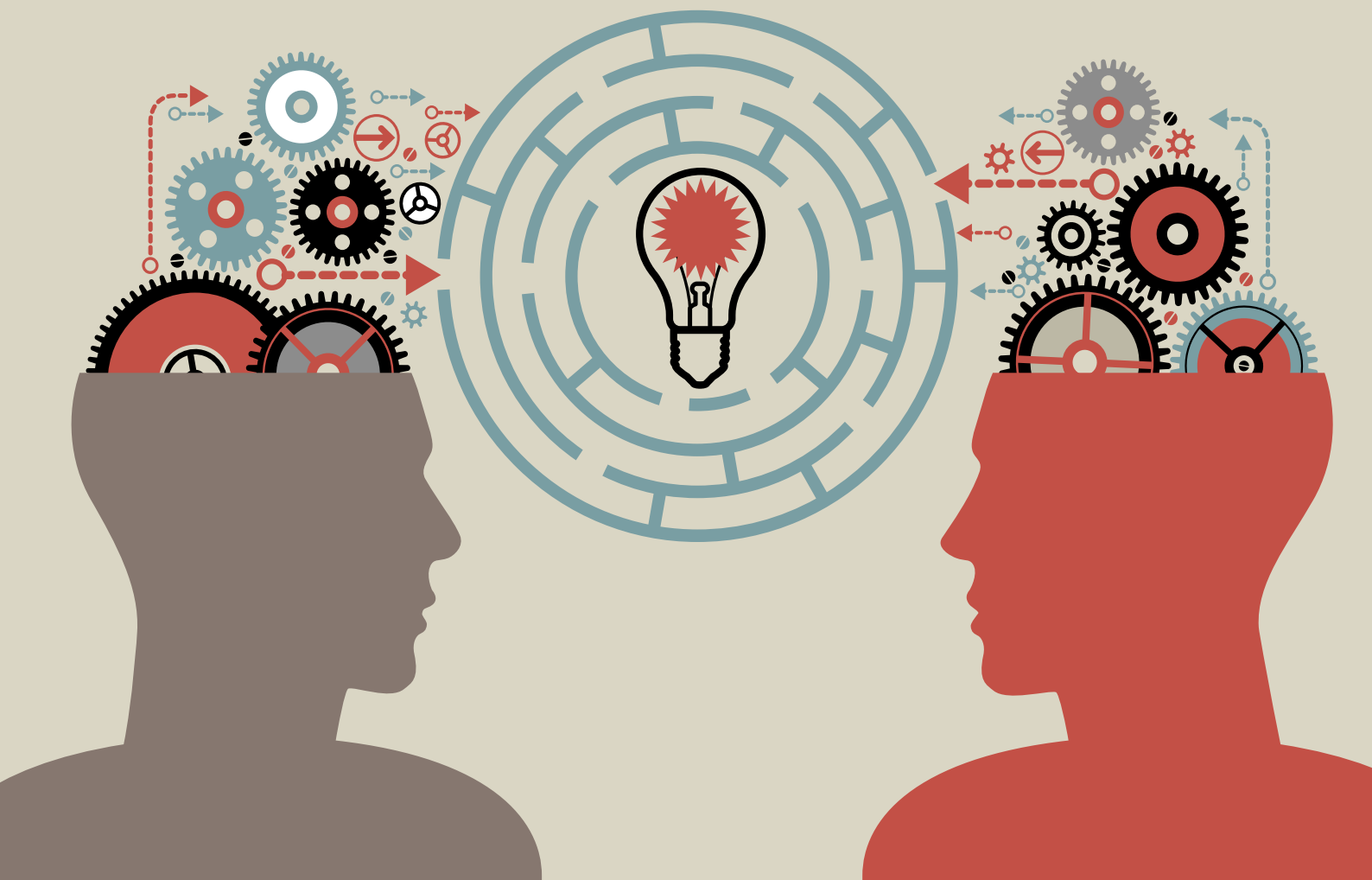


How a major manufacturing company used the services of Lake B2B to get started on their marketing initiative



A case study on how a major manufacturing company used the services of Lake B2B to get started on their marketing initiative, how well it worked for them, and how Lake B2B were able to go beyond their service

Overview

Client is a one-stop provider for all of a small business's marketing needs. They have a small team of digital marketers, marketing strategists and data analysts who help small businesses. All these services provided by the marketing team helps other small businesses to keep the budgets down.

After doing business development and promotional activities for last five years, they wanted to do it differently. Client saw tremendous potential to reach small business owners and marketers through targeted marketing campaigns.

Challenge

High volume is not always a bad thing when it comes to email marketing, wherein your essential premise is to get the word out, and generate a decent number of prospects. 'Email marketing when done right, can give massive results,' says Beth Taylor, V-P of marketing (Global).

This manufacturing company* based out of Hartford, Connecticut was midsized, catering to the highly competitive sector of ATM machines. They have strategic tie-ups with major U.S banks and a few others operating in the European Union also. Their marketing team was in the process of launching a new product which was designed to cater to the cash flow needs of high-end jewelry stores. This was a very new market for the team and they understood that it was their approach that was going to make or break the product.

When Beth's team met up for their strategy to decide the plan of action for the new product, Alan Carter, project in-charge, was of the opinion that it is essential to get the word out about their machine before we go in and launch a sales driven campaign. They knew that one of the easiest ways was email messages. Since this was a new sector and they did not have the required data to start off, Alan suggested a quick review of email data list providers. The company that stood out was Lake B2B. One of the key reasons was that they were highly capable when it came to delivering custom lists.



“The list quality was amazing and we were able to get through with the right contact. We were also able to generate leads from in house lists with a spot of appending and list cleansing. Phenomenal job”

Alan Carter
Project In-charge

“B2Bdatapartners does come highly recommended when it comes to data requirements, but what impressed me more was the level of service and that extra bit of help they gave my marketing team. It was truly a fantastic experience! ”

Beth Taylor
V-P Marketing (Global)

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Process

The marketing team got on board with Lake B2B and chalked out a path which they would need to take for this particular project. Lake B2B understood that a highly condensed, but decisive list of top contacts in the jewelry market was required. A custom list was generated over a period of 2 weeks. This list incorporated contacts from 2 geographies, US and the EU. The data on the sales heads as well as CEO contacts of some of the top jewelers in the respective geographies were provided. After evaluating the list with Alan, Lake B2B suggested that they do a split test on the messaging, segmenting the campaign in 2 waves, one for the U.S market and the other for the EU market.

Campaign

Step 1: A/B split test was conducted on 2 email messages, specially crafted to target the major pain points of jewelers. The best message with the highest click rate was chosen and then the campaign was rolled out to the entire American geography.

Step 2: Campaign results were analyzed and it was seen that there was a very high demand for the solution that they were offering. Simple changes were done to the initial text after seeing the response rate, and the next batch was dispatched to the EU.

Step 3: All results were collated and analyzed. The results were as expected; there was a lot of buzz created about the product and in the right places. Product demonstration requests started pouring in. Alan was not prepared for the burgeoning number of requests, but he was not surprised either. He explains that Lake B2B were bang on with their planning and execution.

Add-On: Lake B2B had done intense research on the business of the client and its inhouse capacities. They found that they already had a vast database of leads which had been created a considerable time ago. Lake B2B requested for a simple append project in which they were able to reanimate some of the dormant leads. Strong leads were generated from this tertiary campaign. Business was generated for the new product as well. Beth was impressed with the level of understanding that Lake B2B had developed about the business and how they came up with new ways to generate leads.

**Name of the client withheld for privacy reasons*

