

# MULTI-PHASE, PROSPECTING CAMPAIGN



## OBJECTIVE

Generate in-person appointment leads with key decision-makers

## STRATEGY

Employ a multi-phased integrated process to:

1. Inform prospects about client solutions
2. Use a compelling offer to drive qualified leads to meet with a company sales representative
3. Introduce qualified leads to a fully equipped sales team

## EXECUTION

### PHASE 1

- Concept conducts discovery calls to identify prime audience
- Concept creates online survey
- Concept sends mailer with compelling offer enticing customers to complete an online survey
- Telemarketing services are performed to schedule appointments and entice those who have not completed the online survey to do so via the phone

### PHASE 2

- Concept sends confirmed appointments to sales team
- Concept sends completed surveys to sales team
- Concept creates solution app to provide more information to the audience

### PHASE 3

- Concept loads app to fulfillment giveaway
- Concept handles offer fulfillment
- Concept tracks and reports campaign results

## REAL RESULTS

The following results were achieved from this campaign type for a Fortune-50 technology company that was driving SP executives to an online survey about improving service:

- **32%** conversion rate for appointments
- **48%** survey completion rate
- Plus, valuable awareness and a **cleansed list** for ongoing nurturing