

CASE STUDY

Business Development Program Incorporated into an Integrated Direct Marketing Campaign for a Global Leader of Corporate Travel Services

Program Objectives

The national client, a market leader in customized corporate travel services was introducing a cost-effective online travel service to approximately 4,000 target companies who spend \$2 million to \$12 million on airline travel annually. This integrated direct marketing campaign, coordinated by their marketing services agency, desired to generate a 10% or higher return of qualified leads to the sales force, ultimately looking to convert 50 or more new sales. Volkart May & Associates, Inc. (VMA) was contracted to manage the business development program elements for the client's marketing team and sales force.

The Solution

- VMA, in collaboration with the client and their marketing services agency, developed a strategic integrated direct marketing campaign that included the following program elements:
 - List acquisition
 - Database merge/purge/de-dupe with existing customer and active prospect databases
 - Outbound call to verify and update the final database for mailings and email communications
 - Direct mail and email of specific new product information to the updated database of Travel Managers
 - An inquiry Microsite, Business Reply Card (BRC) cards and a toll-free inbound number were provided in the communications pieces (the latter two elements managed by VMA)
 - Outbound business development calls following mailings and emails to non-responder Travel Managers to set face-to-face or phone appointments or drive them to webinars or a major trade show
 - A couple months later, a separate dimensional mailing (of a full-size remote control airplane sent via FedEx overnight) to the CFOs and VP of Travel at the same list of companies, staggered at the rate of 100 per day (managed by the marketing services agency)
 - A timely outbound business development call with multiple attempts was made to each CFO or VP to set face-to-face appointments
- VMA's Business Development Specialists selected for this program had extensive sales and marketing communications backgrounds and had experience working for VMA on other complex business-to-business lead generation programs for technology companies. Many had experience gaining access to C-level decision makers for companies with more than \$1 billion in revenue.

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Results

Through VMA's business-to-business consulting, program management and Business Development Specialists, VMA was able to meet and exceed the client's objectives and expectations.

- Increased brand awareness
- VMA generated a total of:
 - 22 Inbound toll-free call appointments with Travel Managers or CFO/VPs
 - 74 Face-to-face appointments with Travel Managers
 - 88 Phone appointments with Travel Managers
 - 203 Webcast registrations or trade show appointments
 - 125 Face-to-face appointments with CFO or VP
 - 198 Phone appointments with CFO or VP
- Within nine months after the start of the program, the client sales reps reported a very conservative estimate of more than \$3.3 million advancing into the sales pipeline
- The sales team welcomed the quality and quantity of leads