

CASE STUDY

Integrated Direct Marketing Campaign for a Global Manufacturer of Electronic Test Tools and Software

Program Objectives

The international client wanted to increase product awareness, accelerate sales cycles and acquire incremental business prior to the close of Q4. In addition, and equally important, was the client's desire to drive sales through Q1 of the next fiscal year and build their sales pipeline.

The Solution

In the past, the client's direct mail campaigns produced response rates in the 1% or lower range. In an effort to increase response rates, the client's marketing team collaborated with Volkart May & Associates, Inc. (VMA) on the strategic development of an integrated direct marketing campaign to include mail, email and an outbound inquiry qualification and lead generation chase program.

- The client sent out a mailer to a list of prospects in their CRM database and leveraged the efforts of this direct mail piece with an added special offer advertised through a follow-up phone call from VMA's team of Business Development Specialists.
- The client extend a special offer to a separate targeted list of prospects from trade publications through an email blast and follow-up phone call from VMA's team of Business Development Specialists.
- A toll-free inbound number was provided to campaign targets and was answered directly by the client's inside sales team.
- The special offer was devised to be substantial enough in value to elicit a sizable response rate and to require immediate action on behalf of the prospect to drive sales through Q4. The special offer was also created to serve as a stepping-stone for identifying future sales opportunities.

Results

The percentage of responses that turned into leads increased significantly from around the 1% range to 25.1% as a result of the client choosing an integrated/multi-media campaign over a single channel campaign. One of the client's previous outbound cold call campaigns that was not an integrated effort (call only) yielded 17.9% leads and previous mail and email campaigns that were not integrated efforts (direct mail or email only) yielded approximately 1% leads.

- Of the usable records contacted, 25.1% were converted into leads. Similar programs typically result in a 5-15% conversion rate.
- Of the 25.1% of records that were converted into leads, 8.5% were converted into actual sales.
- More than 35% of the records in the database were updated as a result of missing data or incorrect or incomplete data. VMA's outbound chase program provided the client with a significantly higher-quality database for follow-on marketing activity.
- The return on investment was 2,968% or an ROI ratio of 29.7:1.