

Meta Marketing - Reference Story - 2, 4, & 5

E-Business Company Wins With Meta Marketing

Contact: Marketing Director

Company: Commercial eSecurity Product Company

Critical Issue: Had a major initiative to penetrate a new vertical market and previous lead generation programs were ineffective.

Reasons: The Marketing Director told us her company needed to gain a foot-hold in the financial and banking sector with their e-security firewall product. She said it was imperative that the campaign be successful since the company had previously spent much of its marketing budget on other endeavors that had little return. She said it was also important that the Sales and Marketing departments were seen as being effective since the company was about to be acquired by a larger firm with a staff slashing mentality.

Requirements:

- She said she needed a firm to follow-up on a mailing her company had performed to 15,000 in their target market.
- She said she needed the CEO to be identified and worked in each company
- She said each opportunity had to be fully qualified, based on her criteria
- She said the qualified sales prospects had to be distributed to the sales reps in the field as well as to several key resellers.
- She said the prospecting message/method needed follow the Solution Selling® methodology, which the company had adopted.
- She said she wanted to track the results of the mailing and compare its pay back to that of the teleprospecting effort.

Solution: Meta resolved the critical issue by satisfying the above requirements.

Results:

- Meta filled their sales pipeline and exceeded their marketing objectives by generating 63 scheduled sales call appointments of qualified prospects, 51 additional qualified opportunities with near-term (1-3 mo.) interest, 56 more with longer-term (3-6 mo.) interest, and 100 other prospects with a purchase initiative over the next 12 months that included client's participation.
- Eight unqualified leads were produced from the mailing costing more than \$15,000 to perform --equating to over \$1800 a lead.
- The cost per qualified prospect from the calling effort was about \$150, not including the value of having their database updated and cleaned up.