

CBI-X Needed Only 12 Months to Close \$175K for Managed IT Firm



THE CLIENT

The Client is a managed IT services provider with a branch office in Sydney, AU, and is headquartered in Atlanta, GA. It caters to SMEs, based in the Atlanta and Sydney metropolitan areas, which may be in need of procurement, consultancy, technical support, project management, cloud management, and other IT services.

 **INDUSTRY** Managed IT

 **LOCATION** Atlanta, GA & Sydney, AU

 **HEADQUARTERS** Atlanta, GA

 **CAMPAIGN TYPE** Appointment Setting

 **TARGET INDUSTRIES** Mining, Construction, Manufacturing, Transportation and Public Utilities, Wholesale Trade, Retail Trade, Finance, Insurance, Real Estate Services

 **TARGET LOCATIONS** Boston, GA, USA and Sydney, AU metropolitan areas

 **TARGET DECISION MAKERS** Company Owners, Office Managers, IT Managers, Finance Managers

HIGHLIGHTS

- ✔ Planned and launched an appointment setting program for a managed IT services provider, which is designed to work for the long-term.
- ✔ Skyrocketed growth for the Client's pipeline with a consistent inflow of qualified appointments.
- ✔ Secured for the Client prospects whose worth totaled to \$175,000 in new contracts.

CHALLENGE

CBI-X has been a long-time partner of the Client, having worked with them since 2017. The strategic marketing partnership that the two companies have built since then has ensured the Client's consistent success in reaching key business milestones.

In the course of their collaboration, CBI-X has become an extension of the Client's marketing team, and has been responsible for planning and executing targeted outbound prospecting campaigns, designed to fulfill the Client's growth objectives and revenue goals. The Client's first two campaigns with CBI-X increased awareness of their expanding array of managed services and acquired customers from the SMEs in the Atlanta metropolitan area.

Since the Client has added new services such as IT advising and cloud management solutions to its repertoire, its marketing priorities have also shifted. In spite of these additions, CBI-X has constantly managed

to adapt its planning and management of campaigns for continued success.

The Client offers specialized services for its customers, which requires their marketing reps to wield extensive technical knowledge and grasp of their services. This knowledge and experience enabled the Client's marketing team to effectively communicate the specific and unique value propositions to its target prospects.

The Client's recent expansion into the Australian market meant another change for their collaboration with CBI-X. Since the expansion, the Client's outbound activities have been redirected toward engaging new potential customers operating in this new market. To help ensure their successful entry into the Australian market, the Client decided to reach out once again to CBI-X.

RESULTS IN 12 MONTHS

\$ 175,000

delivered new contracts

105

qualified appointments

45

appointments per
campaign

15

appointments per month

THE CBI-X SOLUTION

CBI-X decided to launch separate three-month campaigns which ran for twelve months, in all. These campaigns comprised an integrated phone and email outreach cadence, which qualified prospects and booked them for meetings with the Client's representatives. Each of these campaigns also directed a special focus on these three main activities

Researching and Profiling Contacts

CBI-X assisted the Client in identifying target prospects and building complete profiles for their database.

1. CBI-X gave assistance to the Client in refining their ideal customer profile (ICP), through thorough analysis and documentation of its target market and existing customers.
2. The CBI-X database team set out collecting contacts matching the ICP, using their in-house data repository as well as desk research.
3. The Client targeted business owners, office managers, IT managers, finance managers from companies in 10 industries, with 15 to 500 employees. CBI-X assisted the Client in engaging these target prospects in both their Atlanta and Sydney campaigns.

Outreach & Follow-up Activities

To help the Client build strong relationships with their target prospects, on their way from leads to paying customers, CBI-X engaged in outreach and follow-up activities.

1. Both the Atlanta and Sydney campaigns required CBI-X to deploy a comprehensive outreach cadence, which consisted of email and phone touches, to contact and schedule prospects for one-on-one meetings with the Client's representatives.
2. CBI-X also used social media in the later stages of their campaigns to cover all of the bases needed to profile and nurture leads.
3. CBI-X also designed and created all campaign materials necessary, such as call scripts, email templates, landing pages, and social media posts.

Lead Management

CBI-X also helped the Client nurture and manage their leads as part of their comprehensive and extensive marketing campaigns.

1. CBI-X used two different tools for the campaigns. During the first two, CBI-X relied on the Client's own customer relationship management (CRM) tools. Later on, CBI-X migrated all succeeding projects to its proprietary automation tool.
2. The proprietary automation tool which CBI-X used in the later campaigns featured data-driven call optimization, which helped their team maximize their reach towards their target decision makers. The automation tool also boasted a special lead nurturing tool, which enabled the Client to customize their outreach cadence.
3. CBI-X's solutions also allowed their team to give the Client campaign progress updates in real-time, and to send out timely notifications which ensured scheduled meetings actually took place on time.

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RESULTS

In just 12 months, CBI-X has delivered new contracts worth \$175,000 to the Client through its appointment setting campaign.

After completing three full campaigns, CBI-X has delivered results that enabled the Client to exceed its business targets. The three campaigns have generated 105 qualified appointments, with an average of 45 per campaign, coming to around 15 per month. These results have far surpassed what the Client's team can generate using their own in-house capabilities.

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