

Case Study



Client

- International IT Mail Order Company

Business Issues

- Build stronger relationships with major business customers.
- Create a new 'Solutions' revenue stream.

Solution

- Development of a highly qualified prospect database
- Nurture for appointment generation.

Result

- Business won more than paid for programme within 6 months.
- Incremental product sales opportunities identified.
- Cleansed data made marketing effort more cost-efficient.
- New, highly targeted prospects identified.

By implementing a Nurture Programme for this International Mail Order Company, The Newbury Group was able to help it establish a 'solutions' business to build stronger relationships with major business customers, complementing existing product sales. Solutions business won in the first 6 months paid for the programme, with extensive pipeline built for the future.

This client came to us when they were looking to build stronger relationships with major business customers for revenue growth and margin improvement. At the same they required improvements in the management of customer and prospect data to increase the cost-effectiveness of marketing activity.

Nurture Foundations

Our database and research teams started by cleansing and enhancing the client customer data, identifying key decision makers and profiling and segmenting customer accounts.

At the same time we built a marketing and contact management system for the client, to support more efficient marketing programmes.

Nurture New Business

Our new business advisors established a Nurture Programme for appointment generation, contacting major customers at senior level to qualify, identify opportunity and book new business 'solutions' appointments. Incremental product sale opportunities were also identified.

Further analysis of the customer base was undertaken to find matching prospect organisations, enabling the appointment generation process to be repeated to highly targeted new business data.

Client Success

The solutions business won in the first 6 months of Nurture Programme more than paid for the programme, with extensive pipeline built for the future.

Data enhancement helps make future marketing activity more cost-efficient, and has identified new prospects for targeting.