

# Case Study



## Client

- International Marketing Services Supplier

## Business Issues

- Need to increase new business opportunities.
- Prepare for launch of new products

## Solution

- Building a marketing database.
- Generating highly qualified new business appointments.

## Result

- 50 appointments per month.
- A highly developed marketing database

**This International supplier of data and data services needed to find a consistent and cost-effective means of increasing the volume of new business opportunities. The Newbury Group now deliver over 50 highly qualified new business appointments every month.**

This client came to us when they needed to create a larger number of new business opportunities to meet revenue growth targets, and with a need to prepare for new software products coming on-stream.

We looked to deliver a cost-effective, proactive and consistent route for customer acquisition, to support revenue growth targets.

## Nurture Foundations

Desk and telephone research was undertaken to identify prospect companies with the potential to use high volumes of business data. With this data we then built a marketing database, with prospect and competitive information, to support current sales activity and new product launches.

## Nurture New Business

Our new business advisors work with this data to identify opportunities and generate highly qualified new business appointments for the client sales team.

## Client Success

For this client the Nurture Programme now delivers each sales person with 10 highly qualified appointments every month, and tracks the meeting of sales revenue growth targets.

We continue to develop the marketing database, refining and enhancing prospect and competitive information to support the launch of new products.