



SPAN

GLOBAL SERVICES
GLOBAL GROWTH PARTNER

CASE STUDY

**HOW AUTOMATED LEAD NURTURING
INCREASED SALES FOR A UK ENTERPRISE**

The Challenge

Lead generation for the UK based manufacturing company was seeing a downward spiral since 2013 with a record 70% disengagement. They were grappling with issues such as a composite and mixed portfolio of products and associated services, longer lead nurturing times and influx of false and unqualified leads. Their major requirement was a streamlined lead generation and nurturing process that would give the sales department qualified leads and also be able to track and nurture unqualified leads and brings them back into the system.

The Solution

The need was addressed with us designing and executing a new and dynamic lead generation and nurturing program that was purpose built to plug leaks, generate interest in their products and services and nurture the leads to the best sales ready stage. This process helped align the lead generation process to the requirements of the sales team and effectively reduced stress.

Stages of the solution

1. Discovery- with the use of analytics and propensity modeling, we were able to deduce the buying habits of potential decision makers for the company. This gave us the ground work for executing further stages

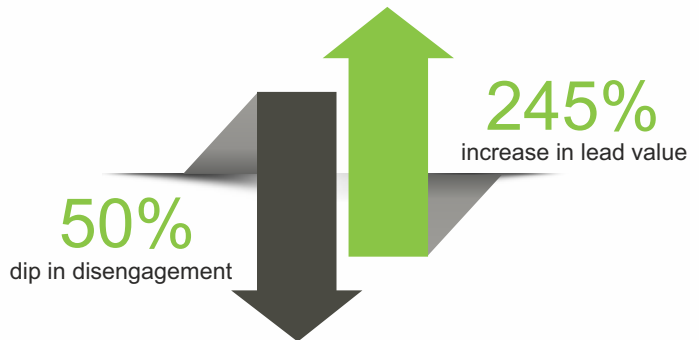
2. Creation- With the insights, tailor made content was prepared and seeded at the right places at the right time through a multi channel approach. The lead pipe line was clearly defined allowing the leads to be qualified as per their preference and interest levels. Subsequently, they were guided along effectively.




3. Execution- email campaigns were set up and results were monitored closely. All leads were approached via social media channels as well. All leads were handled inclusively by the in-house contact team and qualified and prepped for sales. Only after they reached a particular stage, they were transferred to the client sales team.

Results

With an all inclusive program that involved data modeling, analytics, and multi channel approach and personalized email marketing, we were able to see a dip in the disengagement levels to about 20% in the first month. Revenue hit an all time high.

1. Dip in disengagement by 50% in first month
2. Increase in value of qualified lead by 245%
3. Fully functional lead generation and nurturing platform delivered to client in 3 months.
4. ROI bump of 56% in one quarter-best ever in company history



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