

Case Study - “Generic Technologies”

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Summary:

Generic Technologies is a fully managed IT services and data center solutions provider targeting the greater San Diego metro. Despite numerous online ad campaigns and video content available through most channels / outlets, Generic was having difficulty reaching their target market and capturing new business.

McCord Solutions’ appointment setting offering delivered a comprehensive business development solution that captured a significant share of Generic’s core market and established a measured sales pipeline for their outside sales force.

Challenge:

Generic Technologies sought a way to penetrate a market they had tried to crack many times before without much success. Continued failure to capture the medium-sized to Fortune 2000 market would have meant retrenching and possibly even major cuts in operations.

Management had additionally set a goal of growing market awareness by 400%.

Campaign:

In tackling the first challenge, McCord’s research revealed that Generic’s definition of its target market (and the sub-groups within that market) was poorly defined.

A market task plan was then created along the parameters listed below:

- demographic age groups
- officer title / functionality
- company revenues
- company employee size
- geographical areas

The task plan further revealed that Generic Technologies needed to draft a new marketing message. McCord’s business development team created a specific target lead batch for a full campaign and also

drafted a new message. In this message, priority was given to balancing content with the length of the message.

Marketing peripherals were created afterward by the business development team with client input. Peripherals were aligned according to material discussions projected to occur between McCord's business developers and Generic's prospects. Containing detailed descriptions of Generic's offering, the peripherals also crucially provided the latest industry insights.

The next step was to manage message delivery in a way that would make prospects feel fully acknowledged and willing to share Generic's message through word of mouth and social media.

Result:

- 22% closing ratio off sales appointments delivered by McCord business developers.
- 219% ROI on sales ranging from \$5,000 to \$12000. 63% ROI on sales between \$2,000 and \$5000.
- Optimized 7,300 records (updated contact name, title, email, phone, address).
- 92% initial appointments met rate.
- Rescheduled 8 appointments.

Generic Technologies realized that McCord's more specific defining of their target market allowed them to very effectively convey their core message which resulted in not only increased market share but also greater brand awareness.