

Inbound Marketing with IRS

Fact sheet

“IRSMarketing gives us the staying power and quality we need.”

Dell EMC

Inbound marketing is a crucial element in the marketing mix. Most social and digital marketing strives to generate inbound enquiries, along with events, conferences and shows. They all can deliver genuine sales opportunities but ONLY if the inbound contact is acted on.

If hard-earned inbound marketing responses are left untouched, those that represent genuine interest and opportunity will miss your sales pipeline altogether and, worse, go into a competitor’s inbox. How often are inbound ‘leads’ cherry-picked and passed over? Follow-up to every enquiry is essential.

Qualification

At IRS, that’s what we do. We spend all day communicating with business decision-makers through social, digital and telephone channels to determine their needs and how our clients can fulfil them. A large part of what we do is Qualifying the Opportunity. All very well your marketing effort generating interest and an enquiry from a buyer, but is that buyer always a good fit as a customer? Inbound enquiries need to be qualified most of all.

Once qualified, we’ll gather intelligence about your prospect and only then pass on to you. With over 30+ years experience in the technology sector with clients such as IBM, Oracle, HP and Dell EMC, you can be assured that your ‘prospect triage’ is in safe hands. We work to understand your business, deliver your proposition and are skilled in sales engagement and qualification.

Example: IRS recently worked on a client’s own powerful 12-month EMEA-wide inbound campaign. From the responses generated, we qualified and delivered a sales pipeline of over £5.5m with a lead-to-sale conversion of 2:1. This demonstrates the value of combining great inbound response generation and qualification.

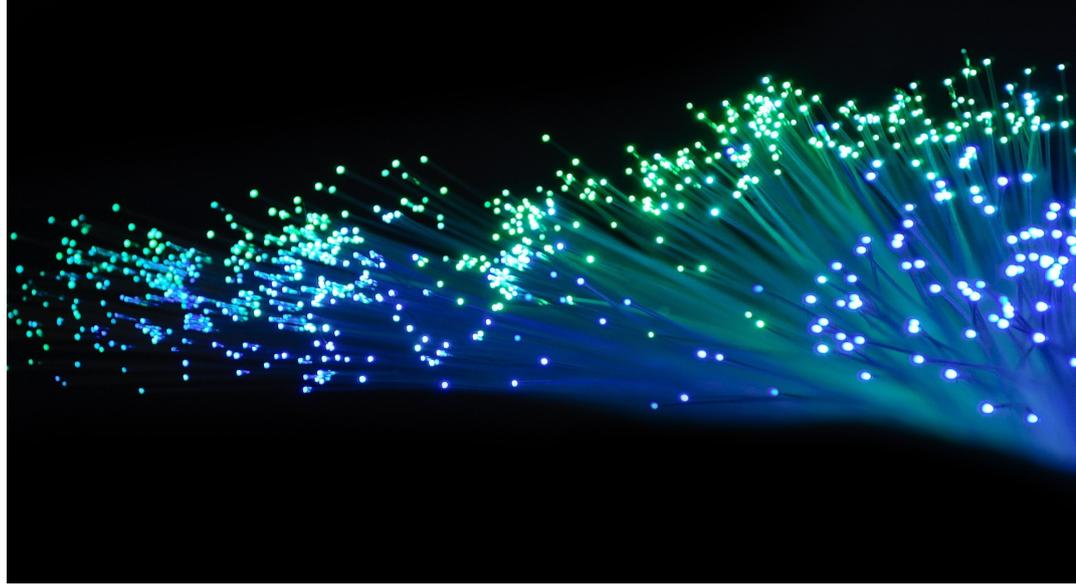
Maximising your budget

Before an inbound-focused campaign, we suggest an audit of your data and the prospect history and add our intelligence to segment the responses into high-low potential:

- Enquiries from a first contact, offering a high level of potential.
- Enquiries from repeated points of contact such as downloads, over a period of time. If contacted previously, the history notes will inform whether renewed contact is needed.
- Competitors, students, tyre-kickers, inaccurate data – the enquiries you don’t want us to spend time re-contacting.

The objective is to focus the contact programme on the enquirers with real potential, to remove wasted effort and to maximise use of your budget.





Live Call response service

In addition to multi-channel Inbound Response (social, digital, events), IRS provides a Live Call response service where our Business Development Executives receive calls on your dedicated phone number (the one on your website or mailers), in native language where possible. We ensure that your prospect's first touch is a positive experience, responsive, timely and professional, while we glean the essential information you require to qualify in or out, and nurture the situation forward.

You'll get detailed metrics, e.g. on segmentation and activity outcomes, as well as fully-documented contact reports and a final report, showing the Return on Marketing Investment (ROMI).

Contact IRS to talk over your Inbound Marketing needs, and how together, we can help you and engage with new decision-makers.

The IRS Difference

IRSMarketing is different to other marketing agencies:

- Our belief is that acquiring new customers is a strategic business.
- The true measure of IRS's success is the £value we bring to your sales pipeline.
- IRS's joined-up marketing delivers optimum results, using the best mix of social, digital, event, database and telemarketing.
- Every IRS activity is designed to enhance your sales pipeline, from new customer contact to profiling or events.
- IRS's 60-strong team is ready to deliver your global campaigns in native languages.
- IRS's 30+ years IT experience leads to faster implementation, fewer demands on your time and improved business results.
- IRS applies the most rigorous Quality Control process in the industry.

 01869 321800

 marketing@irsmarketing.com

 www.irsmarketing.com



60+

strong team

30+

Years IT experience