

The GDPR Sales Opportunity

Fact sheet

“GDPR will affect the way that companies manage, store and secure all of their private and customer data.”

GDPR is bearing down on all of us - vendors and suppliers and customers alike. The opportunity for solutions vendors is right now.

The rules of GDPR apply regardless of the means used to process the personal data, whether stored on local servers or in the cloud. The cloud poses a number of specific compliance challenges under GDPR. Data controllers and processors need to know the location where personal data is stored or processed, and take adequate security measures to protect the personal data from loss.

The GDPR Opportunity

At the same time, GDPR presents a positive opportunity to better understand customers, work closer with them and establish processes that protect privacy while encouraging full customer engagement.

IRS and GDPR

Working within the marketing industry and with our clients, IRS has established a position of leadership, guiding clients in the known aspects of GDPR as they change, advising on business impacts and timing, and running marketing campaigns for GDPR focused solutions.

GDPR Campaigns

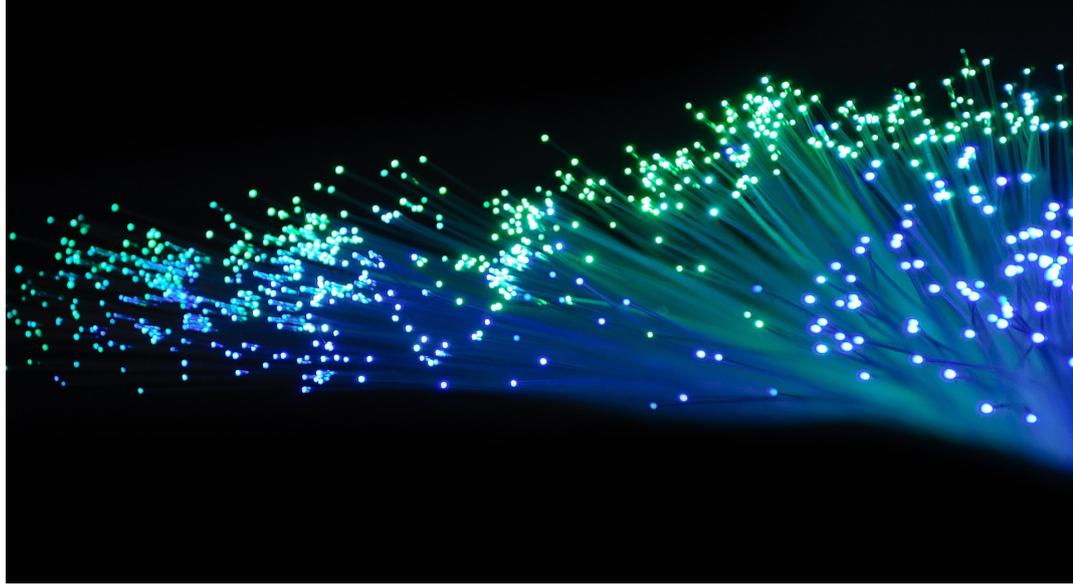
If you offer a GDPR solution, right now is the time to talk to customers, existing and new.

- IRS is running campaigns now for both major global vendors and specialised software companies. Campaigns are variously designed to create Awareness, Educate, Engage and Sell GDPR-enabling solutions.
- IRS will advise on an optimal approach, map out campaign steps, research target contact datasets and get engaged with the buyers and influencers. As well as being an IT and Security issue, GDPR crosses business boundaries and it's key to engage with those business unit heads within target enterprises.

Case Study

In early 2017 IRS's client, a multinational cloud security and delivery vendor, needed to execute an awareness and demand generation campaign. With its 30+ year background in social, digital, database and telemarketing, IRS was quickly able to source specific target enterprises and individuals, advise on messaging, create a project team and execute, all in a 6-week period.





Using multiple data sources, including social, IRS created a highly-targeted GDPR-related contact database and employed a series of messages tuned to each type and level of contact, before engaging fully with interested parties and handing on to the client's sales specialists.

A classic multi-discipline sales generation campaign in many ways, but using the hot issue of GDPR as the lever. The campaign was able to demonstrate a £1.45m sales pipeline for our client, and he continues to exploit that channel.

Contact IRS to find out 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.

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60+

strong team

30+

Years IT experience