

Social Selling shows real results

Case Study



Client profile

Our client is a globally-recognised IT giant with innovative solutions to some of the toughest business challenges. A worldwide business and technology leader, they are known for their research and development to shape the future of society at large.

The Requirement

Our client has an ongoing requirement for their Sales Teams to engage with specific contacts. IRSMarketing was chosen to work within selected key accounts to profile, to discover and verify key decision-makers and influencers and to make direct approaches, in order to:

- create specific awareness at a senior level
- make direct contact with decision-makers
- initiate action plans.

The campaign

IRS worked with individual sales people using a tightly-defined and monitored 10-step process :

1. initial assessment of individuals' LinkedIn profiles
2. LinkedIn profile enhancement increase match to the target audience and raise search ranking
3. gather 'most relevant' contacts within LinkedIn using smart search
4. provide a final list from which to select the target contacts
5. create messages, tailored to contact profiles

and market sector

6. market test messaging and level of engagement with a test group
7. review and revise
8. send remaining messages in stages, using LinkedIn and email
9. capture responses and adopt most appropriate course of action
10. telephone contact non-responders and take appropriate course.

The aim of these Campaigns was to generate 500 new key contacts for each sales person within their target accounts, to provide multiple approaches to each, to gain a greater understanding of their current and future strategies and generate quantifiable pipeline for the sales teams.

The results

In a period of 2 months, the initially-selected sales people over achieved with an average of 650 net new contacts per sales person, gained actionable intelligence from 42% of the target companies and generated a qualified pipeline in excess of £1.2m. The Sales Team now had a greater understanding of their target accounts' buying habits, drivers and timelines for further engagement. The process continues.

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