

# Introducing IRSMarketing

 Fact Sheet

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IRSMarketing are the leading European IT Sales Generation Specialists

Through quality-driven social prospecting, digital and telemarketing, event support and marketing data, we repeatedly deliver an outstanding Return on Marketing Investment for our clients. A highly-skilled team, efficient operations and a deep understanding of technology mean we can guarantee quality results every time. Our clients tell us they repeatedly engage with us because we understand their business better, achieve consistent results and manage their projects well with transparent reporting. Above all we deliver on our promises.

#### **Our Experience - The Technology Demand Generation Specialists**

For 25 years IRS has focused solely on technology, Information Management, Security, Big Data and Internet - working with key vendors in EMEA, including IBM, SAS, Oracle and HP. This means every IRS employee has a knowledge base that informs their understanding of how best to position different offerings, backed by experts in certain technology areas, sectors and company types. We are experienced in researching, profiling and targeting business decision-makers in horizontal as well as vertically driven programmes. In integrated campaigns we work directly with the sales team to forge a close relationship, to increase knowledge share and to ensure maximum integration and buy-in.

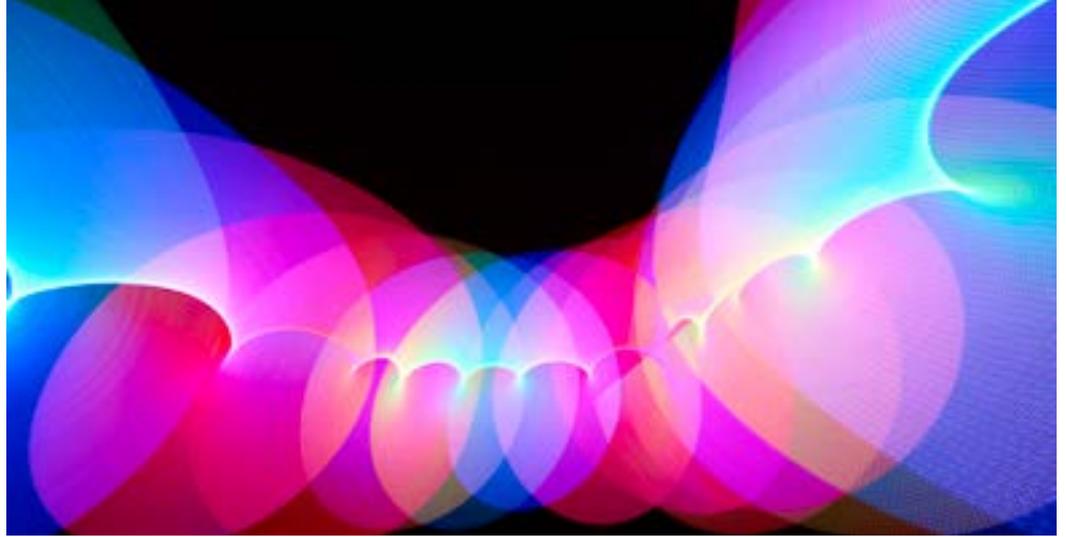
#### **Our Resources - a team built for you**

Dedicated team with a Delivery Manager coordinating all activity through a single point of contact: Native language contact, Social digital and creative expertise, Management dashboard report, Regular transparent reviews.

#### **Our Quality - the best in the BUSINESS**

A dedicated Quality Control team monitors outputs to rigid quality standards. For example, to ensure you receive only qualified opportunities, all contact follow-ups are confirmed via online acceptance by the prospect. This acceptance confirms follow-up dates plus the details of the conversation, business needs and buying position. This commitment by the prospect reduces the risk of buyer's remorse.





### Our Joined-Up Services - Everything You Need

With IRS, you get the right marketing tools for the job, integrated to achieve the result. With social prospecting, digital, creative and telemarketing at your disposal we're geared to provide the full range of demand generation services:

- **Database Crafting:** creating account intelligence in your target database is more important than ever. Using a combination of social media, web research and external resources; you'll get a unique and re-usable asset with just the right data.
- **Lead Development:** we'll take your proposition to your prospects online and through direct contact in order to qualify and deliver face-to face sales meetings, conference calls or webex follow-up
- **Prospect Nurture:** a long-term approach to keeping prospects engaged until they are ready to do business with you.
- **Event Management:** a start to finish solution- we'll book venues, speakers and recruit the right delegates. Post event we'll follow-up to identify new opportunities and gather event feedback.
- **Social and Digital Demand Generation:** we'll create and manage content, engage the right

contacts, implement email marketing, design landing pages and continue dialogue until the prospect is qualified to engage with you.

- **Channel marketing:** we regularly manage partner campaigns and recruit new partners, often for new products/territories.

Strategic consultancy and advice is led by IRS's senior management team who guide on effective use of demand generation tools and their expected results, as well as go-to-market strategy and proposition market-testing. This consultancy role is an invaluable, unique offering from IRS.



**Contact IRS** to find out how together, we can help you and engage with new decision-makers.



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### 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 25+ 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.

60

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