

# How PrintComm Generated High Quality Leads, Appointments, and Proposals With a High-Quality Outreach Strategy

## The Challenge:

### *Trade Shows & Referrals Weren't Enough*

PrintComm provides direct mail (printing and mailing) services for their large B2C and D2C clients. They came to us looking for another way to expand their business and generate more leads & sales for their business.

They had previously been attending trade shows and relying on referrals & inbound efforts but weren't getting the results they needed in order to meet their growth goals. They needed more targeted prospects, who had the **budget** and the **need** to work with them.

## The Solution:

### *A Targeted LinkedIn Outreach Campaign*

We developed a strategy that identified over 6,000 targeted prospects, and then through a consistent multi-channel outbound approach we reached out to them via email, LinkedIn messages, and phone calls from our own SDRs. Over the course of this campaign (which at the time of this post is 12 months), we've sent over 43,000 touchpoints.

For their target market, timing is a critical factor since companies tend to have a vendor in place already.



We've been reaching out to prospects every few months with new messaging and since the beginning, we've run 5 different campaigns, the most notably being the Event Promo Campaign which generated at least 12 leads for Printcomm. It was a six week campaign leading up to the event where we entered about 250 high-targeted and qualified prospects into the messaging funnel, while also calling them via phone.

## The Results:

**45 Leads, 22 Booked Calls, and 2 Sent Proposals**

Throughout the course of our campaign, we generated 45 leads, 22 booked calls, and they've sent at least 2 proposals in the process. More than that, a big part of their success is that we were able to position them as a trusted resource in their target industries, which attracted a lot of conversations on LinkedIn and opened the door for more sales opportunities.

As a result, they not only saw an influx of quality prospects, which was exactly what they needed, but they also saw the difference that trust building and excellent positioning can have on the sales process.

## About PrintComm:

**Industry:** Advertising / Marketing

**Location:** Flint, MI

**View Company Website:** [www.printcomm.com](http://www.printcomm.com)



## Want to Generate More Booked Calls & Leads?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!