

How A Manufacturing Consultancy Filled Their Pipeline and Controlled Their Lead Volume

The Challenge:

After trying LI ads, Twitter, google ads, digital advertising and more, The Answer Co still didn't have a reliable system to generate more awareness to their brand and reach out to their targets. They wanted to not only build up their positioning within the market, but to build their list and control their pipeline.

The Solution:

To help, we ran a sequence where each prospect would get a total of 11 touchpoints in 30 days. That includes 6 emails, 3 phone calls, and 2 LinkedIn messages. We entered 100 new prospects each week into the sequence and optimizing the messaging from there.

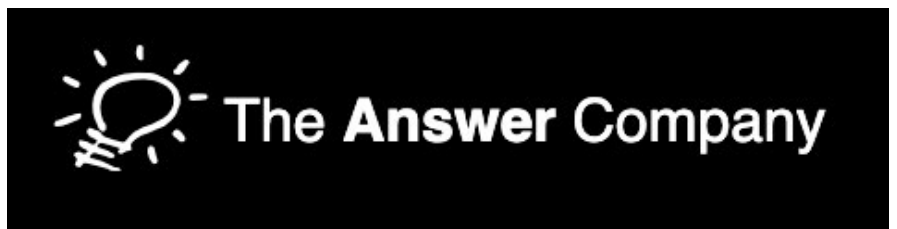
We helped them target food & beverage, food production, wholesale, pharma, and chemical industries in Canada and the Pacific Northwest. Within that, we also targeted C level, controllers, financial controllers, operations job titles. Messaging went out to at least 2000 prospects throughout the campaign.

The Results:

After 4,400 touchpoints a month, we were able to set 19 appointments in 6 months, with 2-3 of those prospects engaging in further discussion.



Elaine Ooi,
Business Development Manager



About The Answer Co:

The Answer Co is a reseller and consultant of ERP systems, specifically Sage 3x. They can help a variety of industries that have some sort of manufacturing component to their operation.

Industry: Software Consulting

View Company Website: <https://www.theanswerco.com/>

Think We Can Help?

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