



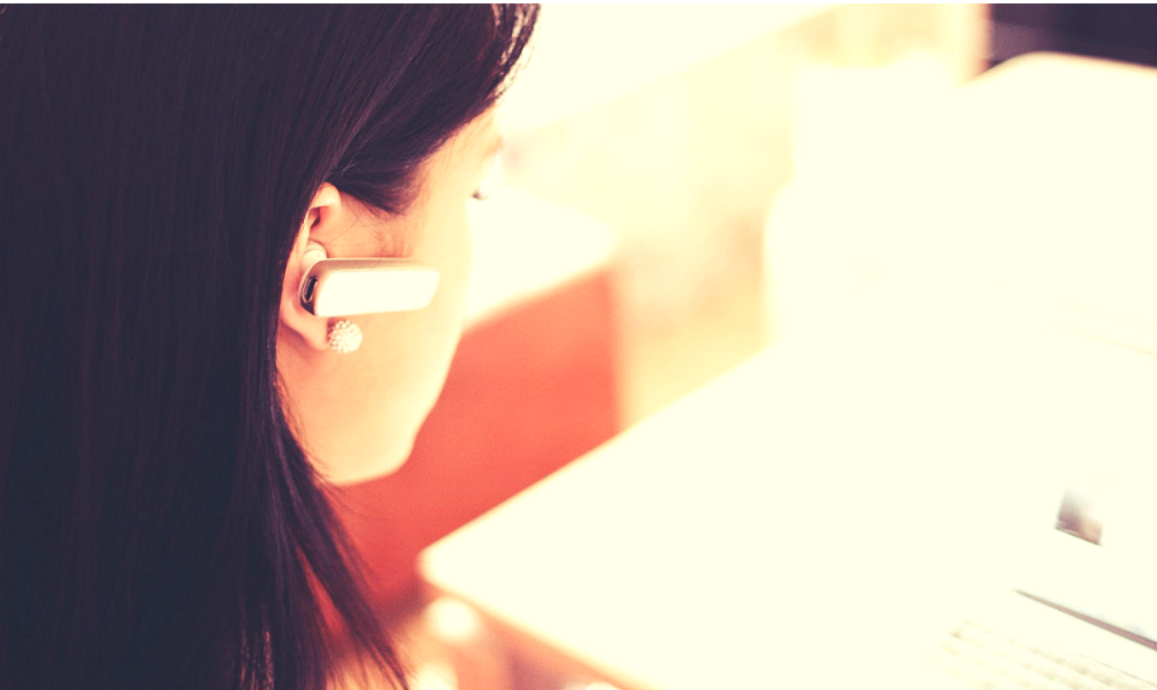
## Integrated Cold Calling and Email Turbocharge a Successful Campaign

Cyber security leader invests in a trade show  
follow-up campaign with profitable results.

# CASE STUDY

# SERVICE ENGAGEMENT

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 Calling Campaign

 Email Campaign

 Lead Generation

 Lead Qualification

# CLIENT CHALLENGES/GOALS

The client engaged Intelmark to conduct follow-up calls with key contacts made at a large trade show and technology conference. The call campaign had been running successfully for quite some time, but they ran into a problem related to the conference attendees.

They planned to send an email to each attendees prior to the follow-up call from Intelmark but could not find an easy cost-effective solution.

The goals of the campaign included:

- Contacting conference attendees by email prior to the follow-up calls by Intelmark to establish a relationship
- Expanding the company's sales outreach through follow-up contact
- Qualifying leads



# SOLUTIONS

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As a result of the problem faced by the client in the email phase of the campaign, they reached out to Intelmark to see if we could offer an affordable resolution.

Although Intelmark didn't offer a service for sending mass email blasts at the time of the campaign, our data manager researched and found a viable resource that we could use to meet the needs of the client. When the client was contacted with the solution, they were thrilled!

Intelmark implemented its proven onboarding system for the new client project, which included:

- **Incorporating a new email platform** into the planned calling campaign, which was an "outside-the-box" effort to help the client when they were at a loss themselves for an affordable solution.
- **An updated process** by Intelmark to integrate the calling and emailing program as a standard process for even bigger success.
- **An affordable service** that was added to the campaign at a very reasonable cost, which met the client's objectives.

# RESULTS

The process of emailing and then calling the conference attendees was very productive! Success rates for the overall campaign skyrocketed, with a large number of follow-up calls generating highly qualified and interested prospects.

## Helped to Identify ROI for Conference Expenditures

Able to clearly determine ROI by identifying leads that bring revenue.

They obtained an increased number of leads per week with qualified prospects.

## Brand Awareness

Gained incremental brand awareness which endured post-conference.

The company also saw a distinct improvement in the quality of the leads they received.

## Follow Up = Sales

Utilizing a dual strategy for post-conference follow up produced a larger number of interested prospects than the original single strategy plan, which then generated more highly qualified leads than previous campaigns.



# THE HIGHLIGHTS

Intelemark solved the client's problem with a solution that was not previously in our services offering. However, our key goal was to utilize business expertise and experience to solve the problem for the client, even if it required thinking "outside-the-box" and implementing and a new service.

The client needed an affordable solution for one phase of their multi-phase trade show follow up campaign. They engaged Intelemark in one phase of the campaign and when they realized they didn't have a viable solution for another phase of their campaign, they turned to Intelemark for a resolution. The client relied on Intelemark's years of experience to resolve a problem with a service we did not even offer at the time of the campaign.

As a result of smart problem-solving, expertise in the lead generation business, knowledge, and experience, Intelemark was able to respond with the optimum answer to the perplexing problem.

Learning and understanding the client's business and their needs fully, the Intelemark team was able to deliver an integrated, multi-faceted campaign that solved what seemed to be an unsolvable problem for the client.

## THE INTELEMARK DIFFERENCE:

Intelemark specializes in complex calling campaigns. Thorough preparation, positivity, experience, consistency and tenacity are some of the ways Intelemark agents continue to deliver outstanding value for clients of all sizes.

**Contact Intelemark at 602-943-7111 or at [Intelemark.com](https://intelemark.com)** for more information and to learn how we can deliver results to meet your business objectives.

