

DATASHEET



# CPB UK

## LEAD GENERATION

LEAD GENERATION | MARKETING SOLUTIONS | IT DATA



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# 1. END USER TELEMARKETING

CPB UK's aim is to represent your brand to your chosen target market segment whilst generating high quality results that deliver on your sales or marketing strategy.

Our extensive knowledge of the IT industry, along with insight into typical end user challenges and pain points is paramount to the successful delivery of our prospecting services.

Each campaign is complemented with data intelligence from the UK's leading IT industry database, ProspectaBase. You can be sure that your campaign gets off to a flying start with a solid foundation of accurate buyer persona data, which has been sourced as per your target audience criteria.

With a bespoke approach to designing and building a campaign that's right for your business model.

## LEAD GENERATION

- Representing your brand and messaging to your chosen target market
- Qualifying short-term sales leads for your sales team's progression
- Working closely with your sales team to ensure efficient lead follow up and opportunity progression

## LEAD NURTURING

- Building an ongoing sales lead funnel
- Progressing accounts through an LS1 > LS4 lead stage ladder
- Nurturing of opportunities through their project lifecycle
- Continuous visibility of project progression

## SDR FUNDED HEAD

- Avoid the need for costly recruitment, development and employment fees
- Dedicated virtual sales development resource
- Full training, management and systems provision
- Scalable and flexible campaign options

# 2. CHANNEL DEVELOPMENT

CPB UK's channel development service is designed to promote and accelerate your partner programme to relevant and targeted channel partners. With 25 years of experience, solely within the IT industry, CPB UK has extensive knowledge of how to represent the benefits of your partner programme, whilst identifying clear drivers for why a channel partner would consider onboarding new solutions to their portfolio.

Channel development is the ideal approach when you're looking to:

- Catapult your exciting new partner programme to a target partner base
- Identify & qualify new partnership opportunities
- Re-ignite dormant partner accounts

Each channel development assignment is complemented with channel partner data intelligence, sourced from the UK's leading IT industry database, ProspectaBase. With granular segmentation capabilities to allow you to build the right partner data set for your proposition. Create your data set in 3 easy steps:

**1**

Select your geography, sizing & buying personas.

**2**

What type of IT firm would you like to target, i.e. VAR, MSP, consultancy, ISV etc?

**3**

Do you have a preference on which vendors are already on the partner's portfolio?







# 3. EVENT PROMOTION

Whether you're running an online webinar, a face-to-face event, executive dinner or have a stand at an upcoming exhibition, CPB UK's event promotion capabilities are designed to connect you with your target delegates.

With tried and tested best practices for optimising attendance, we utilise a blend of digital brand awareness and telemarketing to shout about your upcoming event, along with its key topics, speakers, and the benefits of attendance to drive registration and attendance.

## EVENT PROMOTION

- Promoting your event overview along with its agenda, guest speakers and all other pertinent details to your selected target market
- Ascertaining reasons behind wishing to attend / register and qualifying number of delegates per account
- Booking 1-2-1 meetings if the event agenda is of interest but the end user cannot attend the event

## REGISTRATION NURTURING

- Nurturing of each registered contact to keep them engaged with regular event updates and communications
- Optional pre-event verification activity, to gauge anticipated attendance / drop out ratios
- Booking 1-2-1 meetings with registrations that are no longer able to attend

## POST-EVENT FOLLOW UP

- Following up with event attendees to qualify their views and opinions of the event content, guest speakers, topics etc
- Qualifying preferred next steps for engagement and booking follow up actions for your sales team

# 4. MULTI-TOUCH MARKETING

CPB UK's multi-touch marketing (MTM) service creates a cohesive outreach journey for your preferred campaign type, be it end user telemarketing, channel development or event promotion.

Utilising a blend of digital engagement methodologies to promote brand awareness and capture interactive contacts, human-to-human telemarketing to qualify conversations as per your campaign brief and not forgetting the key foundation for any integrated campaign ... accurate and rich data intelligence.

## UNPARALLELED IT DATA INTELLIGENCE

- Access to the UK's leading IT industry database, ProspectaBase
- Carefully defined target audience as per your selected demographics
- The foundation of your campaign is created; entering the digital & telemarketing MTM pillars

## MASS DIGITAL ADVERTISING

- Place your advert on TechKnow.online's syndication platform; eNewsletter, website and social media
- Exposure to 160,000+ engaged, UK&I B2B readers
- Real-time intent data is captured and is funnelled into priority follow up efforts

## EMAIL MARKETING

- Personalised communications despatched to your selected audience database
- Tracking and monitoring of engagement
- Interactive contacts enter priority follow up efforts

## TELEMARKETING

- Our expertly trained SDRs represent your brand just like an in-house team
- Opportunities are identified and qualified, as per your selected lead rating criteria
- Ongoing review calls to monitor lead progression, pipeline and ROI



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