



Lead Generation

Driving sales for the IT industry



INTRODUCTION

Identifying new sales opportunities to support growth plans and revenue targets is a must for all businesses. Whether you do this in-house or outsource, picking up the telephone is still one of the most effective lead generation tools.

Telemarketing is at the traditional end of the marketing spectrum but is no less valuable. Either as a standalone campaign, or in conjunction with a wider integrated marketing approach, telemarketing makes a significant impact when looking to improve short-term opportunities.

OVERVIEW

CPB UK has delivered lead generation campaigns for the IT Industry since 1998; servicing IT vendors, distributors, VARs and service providers with effective, successful campaigns. Each campaign is complemented with usage of intelligence rich target data from the UK's leading IT Industry end user database, ProspectaBase,

CPB appreciates that their customers' sales teams should focus on 'selling' and that's why we act as the lead generation cog, identifying and qualifying short term sales opportunities. Planning a campaign is simple. CPB works with you each step of the way, carefully designing and creating activity that's right for you.

With over 20 years in the industry CPB has an abundance of knowledge of typical IT infrastructure. We understand challenges and pain points. CPB will approach prospects on your behalf and ensure that both your company and your products and services are properly represented.





LEAD GENERATION ACTIVITY OPTIONS

Whether you're looking to run a standalone lead generation activity, or to complement your campaign with a multitude of CPB's marketing services, here are a few options for you to consider ...

Digital & Social Marketing

CPB's eNewsletter, TechKnow.Online, provides a unique opportunity to interact with an engaged IT audience. TechKnow is an IT industry news website and e-newsletter that offers independent news and views; keeping its subscribers up to date with all the best bits, bytes and announcements in the IT world. With over 180,000 subscribers, TechKnow.Online provides advertising space supported by a granular analytics engine to monitor end user engagement. Each placement is complemented by ongoing social activity with the TechKnow.Online social feeds. Interactions/click throughs are automated by Lengo to enter appropriate email nurturing funnels.

eMarketing

CPB's email automation engine, IntelliData, creates a seamless flow of email communications for an end-to-end nurturing campaign. With communications being dispatched throughout the duration of each multi-touch activity to raise awareness, follow up on engagement, promote branding and nurture a prospect until it is ready for telemarketing follow up. Interactions, views and click throughs are identified via a granular analytics engine and automated by IntelliData to enter appropriate email nurturing funnels.

Web Traffic Monitoring

Website traffic monitoring and analysis is vital to identify visiting companies and behaviours. Complemented by CPB's exclusive access to ProspectaBase, we quickly identify IT contact names and infrastructure intelligence for the companies identified as having visited the website.

Multi-touch Marketing

Utilising either all, or a combination of, the aforementioned marketing techniques, CPB's multi-touch campaigns reach a target audience with a consistent message in a variety of formats to reinforce branding and messaging.

A multi-touch approach maximises effectiveness by reaching out to prospects in a variety of ways at one time. Subsequent analysis of touch points and engagement across the various outreach channels is the key to converting an "interaction" into an "opportunity".

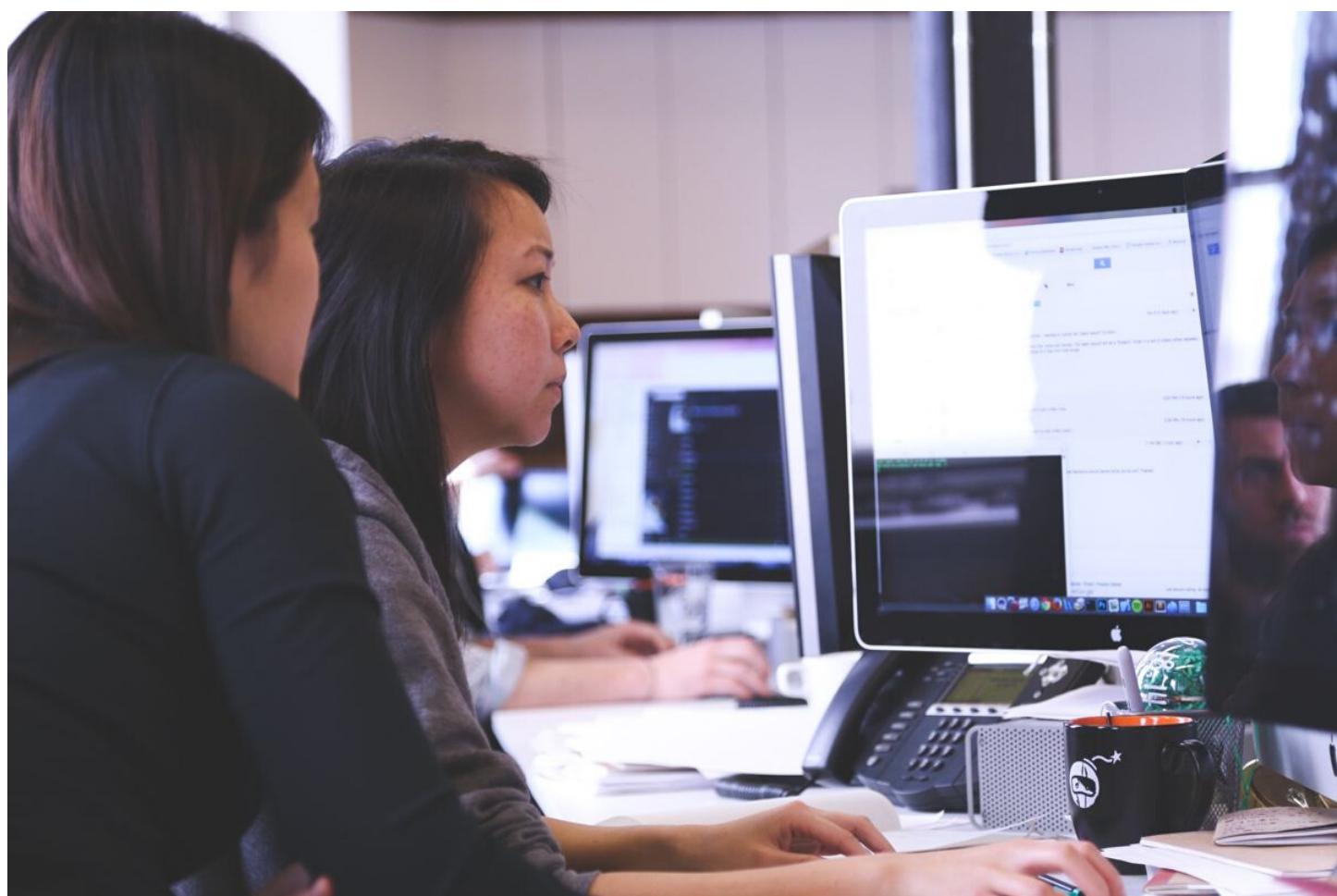




LET'S GET PLANNING

As Benjamin Franklin once said: "By failing to prepare, you are preparing to fail." All CPB campaigns start with rigorous planning & preparation, ensuring our homework is thoroughly done on every detail & activity.

- 1.** A campaign briefing takes place to agree target data demographics and the proposition being taken to market, as well as preferred call to action and lead timescales. During the briefing, collateral for any digital, social or eMarketing activities that are running alongside the campaign is also agreed. This briefing is aimed at ensuring that the client's expectations are in line with what the CPB Account Manager feels is achievable.
- 2.** Timescales for activity kick off are agreed and a schedule of dispatch dates/times is compiled for all other services (if applicable).
- 3.** We recommend meeting your CPB team to deliver training and to get to know everyone who is representing your company during the campaign, a date is diarised for an onsite meeting (...if you're busy, this can of course be done via a web meeting)
- 4.** A briefing document is prepared by CPB and circulated for approval. It is this that forms the basis for educating CPB's marketing services agents on the task in hand
- 5.** A data list is created, based on the target demographics discussed during the initial briefing. The list is shared with you securely for review and for all necessary exclusions to be applied
- 6.** eMarketing, digital marketing and social comms are set up, ready for dispatch (if applicable)



LET'S GO LIVE!

Documents have been approved, collateral has been set up for dispatch (if applicable) and CPB's marketing services agents are now ready to hit the phones!

1. Calling commences, to identify and qualify sales opportunities, as per the agreed proposition.
2. Decision makers or senior influencers within the target organisations are approached and the CPB agent endeavours to identify if a sales opportunity exists and qualify it accordingly.
3. The delivery of eMarketing, digital marketing and social (if applicable) is overseen by your CPB Account Manager. An analysis report is created for all remits, 72 hours after the dispatch.
4. Where an opportunity is identified, the agent will generate a lead report after the call. If the follow up is urgent, your CPB Account Manager will notify you immediately.
5. A daily Statement of Results is circulated, outlining calling stats of the previous day. Lead reports are published to the CPB Sales Lead Manager portal, after going via a vigorous vetting process, to ensure the opportunity is qualified as per the agreed brief.



OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products.

CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained over 75 accreditations from 21 vendors,



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