



CLIENT STORY

Creating a Buzz for Arrow ECS

Digital and Telemarketing Make a Successful Combination



About Arrow ECS

Arrow is a solution enabler specialising in providing end-to-end IT infrastructure solutions including Cloud Services, Data Centre Solutions, and Networking/Security. Working with channel customers, Arrow optimises the efficiency with which organisations can store, manage, protect, and deploy data; equipping them with secure access to business-critical information any time, from any location, on any device.

BACKGROUND

Arrow ECS engaged CPB to deliver a telemarketing campaign focused on promoting Citrix mobility and networking products. To create additional buzz for this campaign, CPB suggested a fresh tactic. We proposed utilising CPB's digital marketing platform, TechKnow.Online, alongside the traditional telemarketing approach.

A leading online tech publication, TechKnow.Online publishes TechKnow.Buzz, a fortnightly newsletter, distributed to over 100,000 senior IT contacts in the UK. The newsletter contains the biggest IT stories, the latest IT updates and featured articles.

THE QUOTE

“Combining digital marketing with telemarketing is showing its true worth. TechKnow.Online is bringing the latest Citrix developments to an audience of over 100,000 IT execs, and is producing additional sales leads and potential revenue stream for Arrow ECS’s business partners”.

THE CHALLENGE

To access the IT audience of TechKnow.Online and measure their response and interactions to a range of adverts, articles and features focusing on Citrix mobility and networking products and services and to deliver this engaged audience of potential customers to Arrow ECS.

THE SOLUTION

TechKnow.Online and TechKnow.Buzz ran a variety of stories relevant to networking and mobility.

All click throughs on these stories were followed up by CPB's team of worker bees (aka telemarketing agents) with a view to unearthing additional leads for Arrow ECS. Leads were then passed to Arrow for nurturing and additional follow up through their partner channel.

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

THE OUTCOME

The first newsletter dispatch saw 87 click throughs, which gave Arrow reassurance that this was an approach worth using!

The second dispatch saw an incredible 629 clicks and the final dispatch of the campaign saw an additional 127 clicks.

In total the newsletter resulted in an additional 843 click throughs, creating a genuine buzz for the campaign from sources which might otherwise have remained untapped.

The campaign resulted in multiple digital interactions converted into qualified sales leads and £140k of pipeline.

CPB UK Ltd
Nortec House
12 North Bar
Banbury
Oxfordshire
OX16 0TB

For more information please visit:

www.cpbuk.co.uk
infocpb@cpbuk.co.uk
Tel: 01295 263410

