



CLIENT STORY

Clever Marketing Drives Growth

Supporting Clients with Innovative Marketing

BACKGROUND

Since 1998, CPB UK has been working solely with the IT & technology industry, supplying vendors, distributors, resellers and service providers with innovative demand creation campaigns that show clear ROI.

Nestled in the heart of leafy Oxfordshire, CPB UK is a dynamic and growing business. It continues to evolve its services portfolio to keep up with ever changing B2B marketing shifts, end user buying habits and IT industry trends.

CPB is a passionate about marketing and equally as passionate about technology. Put the two together and you get the perfect combination for a specialist IT marketing services agency.

We inspire interaction and generation leads through intelligent, multi-touch marketing.

THE QUOTE

"CPB UK prides itself on its thorough approach to following customers' marketing activities from conception to conversion, ensuring customer ROI is at the heart of CPB UK's ethos. It is heart warming to witness such a fruitful return".

THE CHALLENGE

CPB was approached by a client that wanted to create industry awareness around its vendor partnership and to generate a pull from the market place for these products.

A secondary client objective was to discover and develop net-new market opportunities to increase brand stretch.

With a busy sales and marketing function, the client did not have the capacity, data or marketing automation systems to deliver such a campaign in house and required the support of an experienced agency, practised in delivering successful demand creation activities.

THE OUTCOME

CPB ran 4 multi-touch marketing activities, each time nurturing and adding to the targeted pot of interactions to create further demand.

CPB conducted multiple brand and product awareness activities using digital and traditional marketing approaches.

As a result the client has successfully converted digital marketing interactions into won business with total sales thus far of £1 million and a further pipeline of £1.6 million.

THE SOLUTION

The client accessed a variety of CPB's multi-touch marketing services primarily benefiting from digital marketing via TechKnow.Online. TKO's reach and capacity as an awareness building mechanism combined beautifully with high quality IT contact data from CPB's partner company, ProspectaBase.

After successful telemarketing, the client contracted CPB to run 45 further activities for 16 different vendors, including telemarketing and digital marketing e.g. emailing, surveys and Techknow.Online as well as account-based and multi-touch marketing.

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 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

