



Proactive Call Campaign & Trade Show Support

Case Example:

Improving Return on Investment for Government-focused Events

Background

Guidance Software, the industry leader in digital investigative solutions, had invested heavily in the 2008 Department of Defense (DoD) Cyber Crime Conference, securing exhibit booth space and sponsoring a special networking happy hour event. Like most organizations, internal bandwidths determined that their pre-event planning focused mainly on executing the event itself.

Of course, achieving the greatest possible return on any trade show participation requires a well designed and effective follow up strategy. As a key resource for the Guidance public sector sales and marketing team, immixGroup proactively offered to provide trade show support including a proactive call campaign to ensure Guidance received the best possible return on its investment.

"immixGroup was instrumental in developing and implementing an efficient and effective trade show follow up plan, ensuring our success and justifying the show's investment to the corporate executive team."

Sam Maccherola, VP & GM, Public Sector
Guidance Software

Business Challenges

Planning and executing an effective post-event marketing program is a challenge to any organization. Especially during an economic downturn, it is vital to ensure the potential of each trade show or conference event is achieved.

For the DoD Cyber Crime Conference, Guidance needed to maximize its investment. To accomplish this, it was necessary to understand the true potential represented by each contact made at the event. This required working through a list of more than 200 contacts to identify actual sales opportunities, as well as defining the specific product opportunity for each. In addition, Guidance needed to break through the usual post-event clutter cramming the in boxes of all the conference attendees, make an impact with each contact, and expand their target list beyond those that visited the booth to include the true decision makers.

Solution

Leveraging its understanding of the Guidance product line, immixGroup conducted a proactive follow up call campaign to the more than 200 attendees who visited the Guidance booth.

immixGroup's Guidance account team used these calls to gain a deeper understanding of each contact's organization, personnel structure, needs, and issues. From these conversations, the team identified the Guidance product(s) that best fit the target's organization and needs, and introduced up-sell and cross-sell opportunities across the various product lines. As the team developed relationships with the contacts, they were also able to identify additional, more appropriate individuals – decision makers rather than influencers – who potentially needed Guidance's software.

Finally, immixGroup provided Guidance with detailed market intelligence information on these organizations, and arranged meetings on behalf of Guidance for the hottest and most timely opportunities.

Results

Over the course of two days, the immixGroup team conducted a proactive call campaign, speaking with over 85 percent of the attendees whose contact information Guidance collected at their booth. immixGroup was able to identify and pass on 17 up-sell and cross-sell opportunities, and established new, positive working relationships with customers to be leveraged for future opportunities. In addition, within four months of the event, immixGroup closed one deal for nearly \$80,000, which led to a follow-on deal worth an additional \$100,000 less than two months later.

With immixGroup's proactive call campaign and trade show support sales activities, Guidance Software was able to acquire more actionable information from its booth visitors, identify new sales opportunities, close more business, and improve the return on its investment for the DoD Cyber Crime Conference.

