

Integrated approach gets results for developer

Client: SoftData Internet Limited
Industry: Internet and Software Application Developers
Project: Lead Generation



“The leads enabled us
to break through to a
new class of customer.
Thanks to Creative
Comms, revenues
are up and moral
is high.”

Eddie Eldridge
Managing Director
SoftData Internet Ltd





Challenge

SoftData Internet Limited, a company which specialises in developing software for the Logistics/Courier sector, wanted to forge relationships with as many potential customers as possible as part of a new customer acquisition drive. The company also wanted to shore up existing client relationships with the intention of acquiring additional contracts.

Solution

Creative Communications UK Limited developed an integrated marketing programme that comprised an initial letter, followed by a targeted telecall and followed up with further communications for those prospects who responded positively. Leads were generated from a current and continually updated list of UK-based IT Directors and IT Managers, as well as Managing Directors and other C-level management.

Results

The programme achieved an above average number of leads which provided the company with a steady stream of opportunities. This was, in part, due to the integrated approach of using calls and targeted direct mailings, as well as the accuracy of the list data.

- New lead opportunities created
- Significant increase in the number and quality of prospects
- Existing client relationships re-ignited
- A more professional image projected.

Want your business to achieve a similar success rate?

Call **Deborah Stewart** today on **0845 2300 883** or email **dstewart@creativecomms.net**

2 in 10
appointments led to a
sale

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