Maxus Marketing

"b2b sales acceleration co."

SOME OF OUR CASE STUDIES

CASE STUDY 1
Computer software provider situated in California, united states

Client: Computer Software provider situated in California, United States

Who we are engaged with: VP Marketing and Sr. Manager Demand Generation

Context: ABM Lead Gen & Appointment Setting

Maxus executed an Account Based Marketing & Appointment Setting campaign to provide them with sales & marketing ready leads of prospects with confirmed interest, consent for more focused outreach & scheduled meetings for sales reps for faster business closures.

Challenges / Requirements:

The client wanted a Lead Generation Services vendor to handle generation of "Appointments" and ABM-MQL. An Appointment is a prospective customer that has been researched and vetted and is deemed sales ready lead. These leads are handed over directly to the sale team for solution/product pitching.

This company provides Build & Release automation service to the vast industry sector and we have been very successful in delivering ROI to them. And we have proved to be the best vendor so far they have ever engaged with, every week we have been getting appreciation emails from the top management (CEO) for the work we have been delivering.

Our Approaches & Deliverables:

Our team studies the client's strengths, the market structure, and competition and buyer profiles. We create a lead generation strategy and execution plan, assess the project requirements, and create a suitable resource allocation plan and proposal.

Multiple segment were targeted. Both the users & buyers of the solution were the key identified targets. We created multi-channel campaign plans with clear deliverables like, created a database of highly relevant prospect, cleansed, appended, and structured the database as per targeting strategy. Teams were trained for client service offering. Appointments were generated at a fast pace.

We gathered feedback from client's in-house sales team and incorporate that into the campaign targeting strategy to improve conversion rates week-on-week.

Results:

Since the customer had prior experience working with different vendors for such campaigns and when they engaged with Maxus it was totally a different professional experience.
Maxus delivered more than 1800 leads & 180 appointments in Nine months.

These appointments have helped clients to win new business accounts and meet their sales targets.
Campaign has been successful and have scaled 6 times the size they started with in just 3 months.

CASE STUDY 2
SALESFORCE CONSULTING COMPANY

Client: Salesforce Consulting Company based out of Atlanta, Georgia US.

Who we engaged with: CMO.

Context: Data List, Email Marketing, Lead Generation MQL's, CBL's, Appointment Setting.

Challenges / Requirements:
The client wanted a Lead Generation Services vendor to act as an extension for their sales & marketing team and provide them with a "Role verified data and generate MQL for their marketing team to nurture and follow-up and generate HQL to keep their leads pipeline health for their sales team. They were didn't have any experience working with a vendor before so after we delivered Prospect Data List and MQL's after fist month of working together they gave us a combined contract of services worth $53000 for the first two quarters. After the first quarter their marketing team was fully equipped with data to handle the email marketing campaigns internally for another quarter, while we were busy generating MQL's and SQL's to keep their sales pipeline healthy. These leads are handed over directly to the sale team for service/solution/product pitching.

Our Approaches & Deliverables:

Our team studies the client's strengths, the market structure, and competition and buyer profiles. We create a lead generation strategy and execution plan, assess the project requirements, and create a suitable resource allocation plan and proposal.

Create multi-channel campaign plans with clear deliverables like create two different team to build two different database's of highly relevant prospect and structured the database as per targeting strategy for their and internal use. Executed the campaigns, to generate MQLs, tweaked campaigns to generate different types of high quality leads.

Verify and filter the leads for sales readiness as per pre-determined CBL criteria. Handover generated CBL's to the in-house Sales Team or set up appointments, if required, as per the agreed targets. Gather feedback from client's in-house sales team and incorporate that into The campaign targeting strategy to improve conversion rates week-on-week.

Results:

Set up and stabilized the Lead Generation strategy & engine. Maxus Marketing delivered more than 20000 Prospect List (Role Verified), 4600 MQL's and 120 appointments in 10 months. These contacts, leads and appointments have helped clients to win many business and scale up their sales effort.

CASE STUDY 3
DIGITAL MARKETING COMPANY

Client: US based Digital Marketing Company

Who we engaged with: Director Demand Generation

Data List Building, ABM Campaign, Market Intelligence Gathering and MQL's

Challenges / Requirements:
A company which wanted to explore partnership opportunity with us on driving leads for their clients needed Content Syndication & Market Intelligence gathering which would help them design more effective marketing campaigns. Market Intelligence plays a crucial role in keeping the company on top of its game by gathering information about the market, buyers, and competition, allowing the business to find suitable positioning strategies to sell its products and services effectively and to gain market penetration/grow market share. They also give us monthly allocation to achieve their target and we always delivered before time.

They also wanted us to create a landing page with their information on it and to utilize our own data to derive traffic to the landing page to generate leads for them.

Our Approaches & Deliverables:

Maxus studied the client's requirements then we utilized our Data Appending, Data Discovery, and List building expertise to explore the unstructured data and collate lists of prospective buyers with similar demographic and/or psychographic profiles which would allow the client's in-house sales and marketing team to design Lead Generation campaigns with specific triggers to elicit desirable levels of engagement from these specific audience groups.

Results:

The client used the specific leads generated through Maxus's Landing page, Data Discovery Solution to run highly targeted sales & marketing campaigns which led to a healthier pipeline with MQLs that would eventually lead to higher conversions and revenue. The conversions improved by 4x%.