RE-ENGAGEMENT CAMPAIGN QUADRUPLES EXPECTED ROI

THE CLIENT CHALLENGE

Our client needed a database updated—quickly—to spur product upgrades and new product sales for a product line that was 10+ years old. The very large database included many customers who were active buyers for a very long time, but there was no system in place to track behaviors and stay engaged with them. Additionally, competitors were calling out the client's product line as outdated and no longer supported by the industry.

THE GOALS

Create an updated, streamlined, and trackable database

Prove relevance to potential customers and industry competition

Develop detailed customer account profiles for more targeted communications and consistency of engagement

THE RESPONSEPOINT SOLUTION

Re-engage

ResponsePoint worked with the client to create a customer re-engagement program. Using outbound telemarketing, companies that most recently purchased the product were targeted. Three objectives were identified:

- **Upgrade the database and build profiles on every customer possible.** This made way for the creation and implementation of targeted nurturing campaigns for future sales.

- **Identify and develop qualified hot leads** for product retrofits, upgrades and new product sales.

- **Generate awareness of new repair service** for clients that purchased company products or competitor products.

PAIN POINTS

- **Outdated database**
  Though large in size, the data needed organization and additional information tobe effective in a marketing campaign

- **Competition questioning brand and product relevance**
  In this digital age, word of mouth can hurt acompany, and our client needed to prove that they were still relevant and in the game.

The ResponsePoint Result

886 qualified, hot leads identified in the first six months (sales value of $2.3 million in revenue)

Length of buying cycle ensures continually improving ROI

Repair business customers identified for service expansion and significant income

10,006 target accounts profiled with full data

Nurturing campaign developed and launched using webinars, email, direct mail, and telemarketing to create brand reputation and foster stronger relationships with targeted accounts

BIGGEST TAKEAWAY

Being the oldest one in the game doesn't mean your brand and product are irrelevant. The truth is you have more experience and expertise, and your client list is longer and more loyal. Taking the time to assess and refresh an older database and to develop a re-engagement campaign is the smartest way to create more brand traction, re-establish customer loyalties, and boost ROI.