

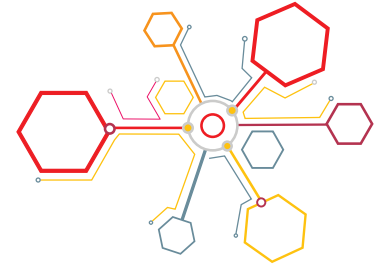


“Currently, we are executing a client campaign which is outside of our traditional Enterprise product space, and I was nervous to run this campaign. Will and the team are doing great at providing qualified leads, and we are seeing some great pipeline already.”

— Jennifer Gauron
Program and Content Manager,
Dell Global Commercial
Channels



Managed **Marketing** Services



DEMAND GENERATION - LEAD NURTURING

National Solution Provider Increases Pipeline and Drives Revenue via The Channel Company’s Managed Marketing Services

The Channel Company helps \$30M solution provider dramatically increase its end-to-end data center solutions revenue through new business opportunities.

PROGRAM OBJECTIVES

- Create pipeline in new markets
- Expand lead nurture program to better engage contacts
- Convert prospects into BANT-qualified leads

SOLUTION

- Turnkey, co-branded, integrated campaign to generate BANT leads and appointments

COMPONENTS

- Target Market Analysis
- List Segmentation
- Outbound Email
- Landing Page
- Gated Assets
- Outbound Appointment Setting
- Detailed Lead Reporting
- Project Management

RESULTS

| Report Element | Details |
|--|-------------------|
| Campaign Duration | 3 Months |
| Program Cost | \$45,000 |
| Lead Guarantee | 120 (+20 C Leads) |
| Total Leads Delivered | 140 |
| —A Opportunities..... | 53 |
| —B Opportunities..... | 67 |
| —C Opportunities..... | 20 |
| Average Deal Size | \$37,759 |
| Estimated Pipeline (Cumulative) | \$4,531,100 |
| Estimated Average Close Rate 20% | \$906,220 |
| Total Estimated ROMI | 20-1 |

The Channel Company made an immediate impact on the solution provider’s ability to engage midmarket/enterprise accounts. By tailoring the messaging to each audience segment, The Channel Company created both email and telemarketing campaigns that produced measurable results. This campaign netted significant interest in a matter of weeks and yielded a substantial number of sales qualified leads.

Dell has been able to add value to the the channel sales process by facilitating lead pipeline management and profiling. “I couldn’t be more excited to continue the growth of the Dell Enterprise Field Marketing channel team with The Channel Company Time and time again, our partners tell us they love working with The Channel Company and that the programs we are running with them are great,” says Jennifer Gauron, Program and Content Manager, Global Commercial Channels at Dell. “This is music to my ears as I know it is not easy to keep a partner satisfied,” says Gauron.

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