

CASE STUDY: **MICROSOFT**

ACCOUNT BASED MARKETING

Purpose:

Lead Generation

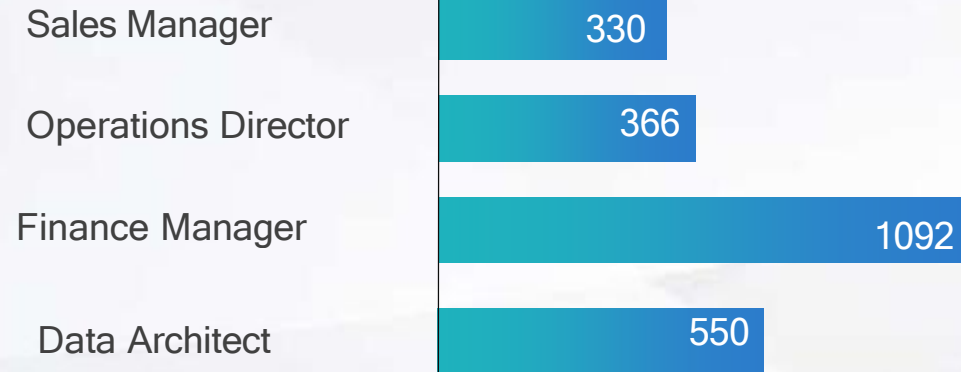
Requirement:

Microsoft a leading IT company in Canada had to promote their services and personalize their approach throughout Canada regarding O365 backup.

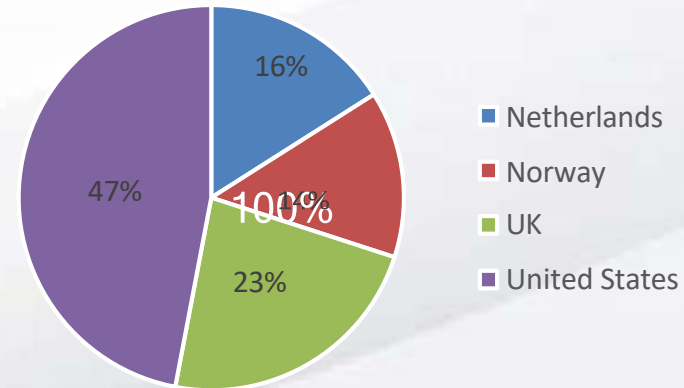
Challenges:

- Provided TAL was of lower employee size and was difficult to target.
- Targeting different time zones is a big task to deal with.
- Opt-in database.

Campaign Specifications:



Profiles targeted



Geos targeted

51 to 10,000

Employee size

How we helped them?

- Before going live, we worked closely in training our tele-marketing & data team according to client's requirements.
- We have also deployed our data team to start cleansing database as per the requirements. We have coordinated with our marketing team and created a strategy for promoting the white paper.
- By understanding the core requirement of the client and creating proper strategy across this campaign, we were able to generate valuable leads and fulfill the clients requirements.
- With this approach we were able to reach and influence a specific group of individuals, and clear value propositions were created for each buyer.



Methodology



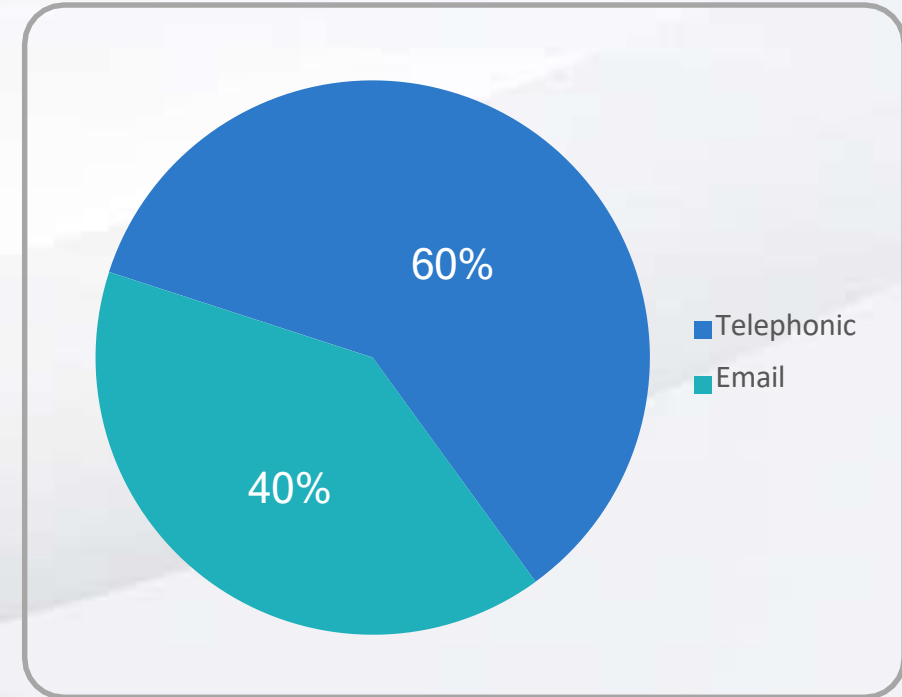
Telephonic



Email Marketing

Key Takeaways:

- 60% of leads were generated through Telephonic calls on monthly basis.
- 40% of leads were generated through email marketing on monthly basis.



Client's Testimonial:

"We are happy the way Callisto Media generated the leads from the given TAL and are happy with the outcome. Looking forward to work with Callisto Media in the coming days again"

- Head of Global Sales

