



# Lead generation with minimal client effort, huge client results

***Supporting a stretched marketing team in achieving their goals with thought-leader content and face-to-face meetings***

## **The Client:**

A market leader in contact centre and customer service software.

## **Sift Title:**

**MYcustomer**

An essential resource for marketing, customer experience, customer service and sales professionals covering the entire customer journey.

## **Executive Summary**

We partnered with a market leader in the contact centre and customer service software space to connect them with senior professionals who have a burning need to learn how to be authentic with customers in the age of robotic/automated service.

Through a mixture of content promotion and hosting an executive breakfast event with select attendees, we were able to provide our client with the brand exposure and lead generation they sought to achieve.

- **Client content syndication to engage their target audience.**
- **20 senior decision-makers in attendance at Breakfast Briefing event.**
- **New business opportunities created.**

## Client testimonial

***"The event was very well organised. A massive well done."***

## Delegate testimonial

***"Great session - good that I didn't feel like I was being sold too which is often the reason I avoid these types of sessions!"***

### Challenges and Key Campaign Objectives

This US-based company has a small team in the UK with big ambitions. The UK marketing team (of two) have been set aggressive lead target goals for the year with a focus on their named account list. The client has a known brand name and expertise globally, while in the UK has only modest market share in the customer service and customer experience markets.

The client came to us with two key challenges. First, how to create a marketing campaign that would drive high-quality leads from named accounts and look-a-like businesses. Second, how to execute a campaign that was as light-touch as possible for the already stretched UK team.

### How We Helped

Getting face-to-face with targeted decision-makers can be a rarity but we were able to help facilitate that introduction. We delivered a thought-provoking breakfast briefing, beginning with a compelling presentation from a customer service expert, shortly followed by roundtable discussions. This is where the client had the opportunity to engage with service leaders and learn about their frustrations and challenges. The client was able to absorb valuable insights and build relationships with senior customer service professionals in a soft setting, which they can continue to nurture after the event.

Alongside the breakfast briefing, we also delivered qualified top-of-funnel leads by syndicating the client's content through MyCustomer channels, furthering their exposure and reach to their target demographic.



*A relaxed atmosphere lends to free-flowing discussions.*

### Results, ROI and the Future

- **40 senior professionals confirmed interest in the event & remain in pipeline.**
- **20 senior professionals attended the event (some of which were from target key accounts).**
- **Ongoing opportunities to nurture and build relationships.**

### How can we help you?

*We'd love to work with you next! Whether you're looking to secure your next sales opportunity, generate qualified leads or get your brand on the map, we can help. Call us on **0117 915 9600** or drop us a line at **[info@sift.com](mailto:info@sift.com)**.*