

Veteran-Owned Technology Service Company Struggles with Sales

EagleONE believes in data, discipline and managed strategies. Every mission we deploy on behalf of our clients is quantifiable, seamless and built-to-suit. The results are Insights with Impact via our proprietary process of ***Engage, Evolve & Elevate***.



Challenge

A small, veteran-owned technology company (VOB) built its business on word of mouth and networking referrals. Sales were flat for 3 years in a row and growth was stagnant. The VOB was short on time and resources and needed to stay focused on its service contracts instead of marketing. This hindered the VOB from proper marketing discipline and severely limited sales for the company.

Solution

Steps planned and implemented by EagleONE as part of a customized solution for meeting the Challenge:

- Deployed Our Proprietary B2B Marketing Bundles that include our LinkedIn, OPR and Social Media strategies.
- Implemented LinkedIn for profile for CMO and connected with up to 1200 target prospects per month.

- Instituted email campaign for LinkedIn connection to increase direct booked appointments.
- Booked Appointments for CMO via Outbound Prospecting & Reconnaissance (OPR) with monthly outbound dialing.
- Deployed Proprietary Social Media tool to penetrate Facebook, Twitter, LinkedIn and Instagram.

Results

The VOB Technology Company is Adding Staff, Adding a New Location and Exceeding Annual Sales Goals!

Key benefits to the client as a result of EagleONE Deployment:

- 100% increase in consistent, data-centric marketing solutions in several distinct marketing venues.
- 100% increase in LinkedIn networking and appointments being booked for CMO.
- 50% overall increase to VOB outreach in multiple social venues.
- 100% increase in Outbound Outreach in appointment setting.
- Costs associated with deployment less than the cost of a new employee per month.
- Quantifiable progress reports allowing VOB to measure progress with data.
- Marked improvement in marketing messaging, market penetration, and sales.