

CASE STUDY



HIGHLIGHTS

160% Target sales qualified lead achieved

14% from the achieved SQLs were booked for closing

47% Webinar attendance boost

2x Faster Sales Cycle with Integrated Partner Marketing

SolutionsPT Achieves Consistent Growth with Inside Sales

A game-changing campaign showcasing our Inside Sales expertise to address challenges and adding significant value. From updating outdated databases to refining audience segmentation, boosting webinar engagement, and optimizing digital campaigns, this success story underscores our dedication to enhancing business growth through effective communication and CRM efficiency.

solutionspt
Industrial IT Solutions

AVEVA
SELECT | UK & IRELAND

Elevated Digital Presence

Enhance digital visibility with strategic social media ads, revamped partner websites, and campaign-specific web pages.

Amplified Demand Generation

Drive demand, generate leads, and expand the sales pipeline through effective campaigns and lead management nurturing.

Streamlined Follow-up Support

Provide seamless follow-up and lead management processes to channel partners. Enhance efficiency and conversion rates through effective support.

THE CHALLENGES

1

- Limited Capacity for New Campaign Execution by Partners.
- Delayed Qualification of Hot Channel Leads.
- Ineffectiveness of Digital Campaigns and Low ROI.
- Restricted Outreach due to Pandemic Impact.
- Decreasing Pipeline and Fewer Web-Leads.



STRATEGIC PROCESS

2

- Set up and optimization of digital marketing campaigns tailored to the needs of the prospects and local market
- Partner support in co-branding collaterals and creating ad-hoc materials to reach target audience
- Lead qualification and analysis in real time
- Immediate inside sales follow up on hot leads



ACHIEVEMENT

Contact our team for a free channel process assessment.

Let's Work Together