



Helping Trams to capture high-calibre M&E leads for their QSmartStorage platform

CLIENT:



Telemarketing



Pipeline Management



Marketing



Channel Services

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“Go Demand shared our values and ethics and its expert knowledge of data storage within M&E and Corporate Video workflow made Go Demand the perfect organisation to work with”.

Warren Peel
Managing Director - Trams Ltd.

THE CLIENT

QsmartStorage is a trading style of Trams Ltd, one of the largest B2B Apple Authorised Resellers in the UK & Quantum StorNext Reseller of the year consecutively 2012-2015. QsmartStorage brings together consultants with industry expertise, able to design, specify, deliver & support best of breed storage products and workflow solutions. The results are end-to-end performant solutions that deliver platforms providing content production, distribution, and archive content based workflows.

THE CHALLENGE

Trams had previously tried telemarketing agencies to assist with sector specific lead generation activities. The outcome had been very hit and miss with poor results. Trams had also tried recruiting internal sales staff to undertake this role but again this just wasn't working for them. It required a lot of 'hand-holding' from senior management with limited success. Trams is renowned for delivering cost competitive IT solutions to its customers but needed to extend its reach to new customers within Media & Entertainment (M&E) and emerging Corporate Video departments through multi-touch marketing and telemarketing activities.

The company's needs were threefold:

- To obtain an inside sales capability that understood the market and could conduct business-led conversations using the 'language' of the M&E sector.
- Drive brand awareness and consequently demand/lead generation using a combination of inbound marketing and telemarketing techniques.
- Have a single capability to manage and drive a unified marketing campaign generating high-calibre business leads to develop a solid pipeline of new business opportunities for their sales team.

THE SOLUTION

Go-Demand proved to be the right partner to deliver these core competencies in a professional manner. Their approach brought together a compelling set of elements to build a demand generation engine with the following key components:

- Identification and acquisition of high-quality prospect databases.
- Selection & management of M&E media publications best positioned to deliver inbound lead generation campaigns and advertising.
- Expert knowledge of M&E workflow to conduct and qualify business opportunities using modern sale engagement methodologies.
- Detailed, accurate and timely reporting of sale opportunities.



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Go Demand built a program of inbound lead generation combining carefully designed online lead-capture surveys, thought leadership content download syndication and online banner placement. Output from this unified campaign significantly complimented the funnel of leads being qualified through telemarketing from the prospect lists acquired. Campaign checkpoint reviews were set in place to ensure that lead quality met the qualification criteria set by Trams and two-way communication was enhanced by a bespoke online SharePoint facility giving Trams easy access to real-time campaign progress reporting.



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THE OUTCOME

The pilot campaign proved extremely successful identifying several new business opportunities within the various databases purchased and the online campaigns. Specifically Trams was looking to grow it's relationship with Quantum and build upon the data storage successes they have had over the past 3-4 years with the Quantum StorNext platform. Go Demand's ability to accurately qualify opportunities and engage in business-driver focused discussions with key M&E industry decision makers made it an any decision for Trams to continue their partnership with Go Demand.

WHAT THE CLIENT SAID

"We needed an organisation to assist us that understood the data storage arena within M&E and Corporate markets. Go Demand demonstrated a good level of understanding and expertise in these market sectors.

To date Go-Demand has delivered several good quality leads that we are following up as the campaign continues to progress. We see this as work in progress and continue to see this as a long-term relationship. Go Demand is helping us with new customer acquisition whilst we continue to concentrate on our core competencies of delivering excellent Storage and IT solutions to our customers."

Warren Peel
Managing Director – Trams

If you want to build your M&E sales pipeline
call Go Demand NOW on **+44 (0) 1935 413444**