

CAMPAIGN 1 CASE STUDY

Customer Profile

Texas based Engineering detailing & design company offering specialized services in the field of detailing & design for Steel, Concrete, and Masonry projects.

OVERVIEW

Objective

Client's growth was seemingly stalled at referral business. They approached us for help with the main objective of finding the right revenue driven marketing strategy to gain market visibility by expanding the customer base in USA.



Business Quote Here

CHALLENGE

- Startup Status (with zero brand recall) which was detrimental in mature Structural Steel Industry.
- Disconnected sales and marketing efforts with no definite strategy.



KICK-OFF NOTE

SalesZoomer spent 4 weeks during discovery to better understand clients' capabilities, universe sizing and Ideal customer profiling. Based on our market research we proposed to expand the universe beyond Steel Detailing companies in USA. We proposed and planned to go after structural steel fabricator segment, where the demand of shop/ fabrication drawing is high (the most common piece in Structural Steel Industry for outsourcing).



SOLUTIONS

After rounds of brainstorming based on our research, we derived

01

Marketing Strategy

Sectoral specific marketing strategy for approaching O&G fabricators from Texas and Louisiana region to leverage location advantage and the expertise of their team.

02

Account Based Sales Approach

Account based sales approach where-in we identified 200 fabricators from the TX and Louisiana region with special focus on Oil & Gas and targeted them with industry specific messages.

03

Multi-Channel Engagement Model

Unified and content-driven multi-channel prospect engagement model comprising motions through email, calls, LinkedIn, and other relevant forums.

BENEFITS

Helped them in building and streamlining the sales and marketing processes


Increased visibility in the market

Acquired 4 key recurring accounts which resulted in 5x growth over the period of 12 month

Number of RFPs received-24

No of Deals won-8

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