



Case Studies - Industrial

Client

A packaging company in central United States.

Challenge

Our client was seeking new customers within their geographical area. They had a wide variety of services to offer and needed to get information to current clients and to build a new sales pipeline. Our client focused their marketing strategy on a program to target businesses that use packaging products. The businesses that were targeted were those that currently used packaging products and could be unaware of the wide variety of everyday packaging as well as custom solutions for businesses. Our client provided a broad range of packaging services including design, production, and plastic packaging.

Solution

Our Client implemented a "Cost analysis program" for new and existing clients. With this information, they were able to determine the total costs/price analysis of their current list of packaging products - as well as those that are custom made for their business. By offering an analysis program, customers were able to determine if they could benefit by using another source for their packaging.

The marketing strategy promoted the program through print materials and cold calling by Rich Enterprises. The goal of the program was to reach companies that were in the market to reduce recurring costs. We provided leads for the client and reached titles such as Managers and Directors in the upper management field. The client's Account Managers provided follow-up phone appointments to further assess their needs.

Based on the success of the program, the Client extended their initial contract with a four week pilot program and added additional geographical areas to pursue all available avenues. The success with new businesses to the client encouraged them to seek leads within additional geographical areas. The overall length of time for this program was approximately four months.

Results

The benefit to the Client was an increase within their sales pipeline by reaching out to a new geographical area and promoting a suite of packaging services. Building a new sales pipeline would not only provide additional customers, but would renew marketing efforts to the existing client base.