



GOVTECH CASE STUDY

How We Helped One GovTech Company Set 45 New Meetings in Just 3 Months

Background

Our client was a US-based asset management software provider targeting mid-sized municipalities. At the time of our initial discussions, they had very limited marketing infrastructure, and struggled with identifying new opportunities. They asked Outboundview to analyze how they could identify more formal RFP opportunities.

Process

We started by understanding their target market, and analyzing the size of cities they should be targeting. We did a gap analysis to understand what contact information (emails/phone numbers) they already had, and what information would still need to be collected. From this analysis, we were able to identify contact information for 13,000 public works buyers, and developed a strategy that included the number of calls, emails, and social touches needed to build their ideal sales pipeline.

Our Solution

We provided them with two options; we could help them design the infrastructure so they could build an internal inside sales team, or they could rely on our team of inside sales people to execute outbound campaigns. For speed, and to test proof of concept, they decided to utilize our team to execute their outbound marketing campaigns. We started by implementing a sales engagement tool (Salesloft) to help us stay organized with all 13,000 contacts, as well as integrated multiple dialing tools. We setup formal processes for how to set meetings with their sales team, and worked closely with their team to develop initial email messaging and call scripts. In 2 weeks, we launched our first campaign with great initial success.

Developed a plan to target
1,000 municipalities

Set **45** new meetings
in the first 3 months

Sourced and identified
13,000 public works buyers

Results

We set 19 meetings in the first month for their outside sales team, and 16 new meetings in the second month. Over the course of a year, we've averaged 11 new meetings per month within their defined target market. Our team sourced and identified 13,000 target buyers, including key contact information; phone, address, email, & social profiles. The OutboundView team executed calls, emails, and social touches, while the client managed the ongoing sales process. Our team acted as an extension of their sales organization with one core responsibility, helping them identify more bid opportunities. These bid opportunities turned into sales pipeline, and ultimately ended as closed deals.

"The Outboundview team asked the right questions, understood our buyer, and helped us **implement** a process that will continue to grow our revenue, and the results have been incredible"

About Us

At OutboundView, we help B2B companies design and execute their top of funnel sales strategies. Our team can help with the entire outbound marketing process, including list building, messaging, training, technology implementation, and outsourced sales development. We have built repeatable lead generation processes across outbound and inbound marketing with one core goal, finding opportunities that lead to closed deals.



Outbound Marketing

Our team can help with the entire outbound marketing process, including list building, messaging, technology implementation, and training



Inbound Marketing

We help B2B companies design and implement an inbound marketing strategy including SEO optimization, tracking and analytics, and outsourced writing services



Event Promotion

Personalized calling, emailing, and outreach to help promote and generate more leads for your next event, webinar, or thought leadership