

Packaging Company Improves the Quality of Every Sales Touch

A packaging manufacturer is getting better quality leads and meetings by pairing sales efforts with Digital Business Targeting. They handpicked companies to target, and sales can see who's clicking in real-time.

CHALLENGES

- **Identified gaps in their targeting and messaging strategy.** Marketing and sales had different approaches to the differentiators.
- **Targeting was too broad.** The focus on targeting the best prospects was broad and inconsistent.
- **Underutilized tool and tracking.** They had no system to track or follow a prospect through the sales journey.

SOLUTIONS

We conducted a Marketing Strategy Blueprint process to take a deeper look into their account-based marketing efforts.

In the first 4 months, the account-based marketing strategy was rolled out with the following:

- **Sales team handpicked their top 300 prospects** for Digital Business Targeting
- **A cohesive messaging strategy** was created and used in both sales and marketing messaging
- **B2B Site Tracking was created** so sales members could see in real-time who was visiting their site from both efforts



THE RESULTS

In the first 4 MONTHS* they saw:

100% of the target audience saw an ad 10x/month

55.7% of the audience had engaged with the website

61% of the audience had opened an email from a sales representative

** of the 300 handpicked prospects who had not previously engaged*



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