sitecore®

Sitecore's leading Content Management System software is the first to cohesively integrate with marketing automation, intranet portal, e-commerce, Web optimization, social media and campaign management technologies. This broad choice of capabilities enable marketing professionals, business stakeholders and information technology teams to rapidly implement, measure and manage a successful website and digital business strategy.

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Background

This Good Leads client specializes in highly productive Content Management solutions for companies with a complex Web presence based upon .NET technology. The solution allows for professional marketers to maximize their use of Web based tools, by streamlining the updating of websites through a non-technical, easy-to-use interface. The system goes a step further in pushing content to the website visitor based upon their selections and capturing activity metrics to master the "science of usability" for all websites and web pages. In addition, the solution allows for capitalizing on connectivity to complementary websites, ecommerce systems, and social media sites. This Good Leads client delivers success in many industries, including consumer products, life sciences, entertainment and government.

The Challenge

This fast-growing client was looking for a way feed future sales growth. They were focusing their internal efforts closing the business they had in front of them, but recognized that this would only be a short-term "problem" unless they did something about building opportunities for their pipeline. They also wanted to balance the benefits of lead generation between two sales regions within the company.

The Solution

The signs all pointed to an outsourced model for lead generation and business development. But our client's previous experience with the value of this model was inconclusive at best. They turned to Good Leads who had experience prospecting for other CMS and Web technology providers. It was a natural fit to create a multi-tiered approach to developing leads. Combining a number of cold prospecting lists with several marketing program driven contact lists is the first level of the effort. The second level includes contacting potential technology consulting partners with which our client can build lasting relationships for referral business.

The Results

The initial three month pilot has grown into a long term engagement with Good Leads. When commenting on the relationship in retrospect, they admitted, "We were skeptical that this model would work, but you've won us over!" Several leads are in advanced stages of the sales pipeline and the split of leads between regions is right at 50%. And, partner agreements with a few key consultants are already under negotiation.