

365 Media, Inc.



Getting Ahead in the Sales Game

How do you attract potential clients to take a guided tour of your online publishing solution? 365 Media knew if they could get publishers to look at a dynamic online presentation that showed off the company's products and services, they could convert many to customers. The online interactive demo was just a little different than usual. By setting an appointed time for an online presentation, a sales person communicates with the prospect during the demonstration via phone. The 365 Media representative is then able to point out and personalize features and business advantages, as the web visitor takes an online guided tour. 365 Media wanted an effective way to interest prospects and wanted to try online demonstrations. They just needed someone to find the prospects in the first place and set up the demonstration appointments.

Experience Counts

365 Media did not know how receptive the online publishing industry would be to this kind of approach. They knew they needed the help of a seasoned marketing group to help get the word out and set up demo appointments. Particularly important, considering their limited in house resources, they needed a marketing company that could take this project from start to finish and deliver results. 365 Media had purchased a database of over 3000 unsubstantiated publishing companies and needed help in reaching as many of these companies as possible. focusONE was selected for the project because they had enough marketing experience and knowledge not to be daunted by the complexity of this project.

365MEDIA™

"We are certainly pleased with the results," said 365 Media's CEO and President, John Tilly.

"The number of appointments and requests for information definitely exceeded our expectations. focusONE has helped 365 Media to build a lead generation program that I feel will pay off in a big way in the future.

Taking Action

focusONE assessed the scope of the project and worked with 365 Media to develop a plan of action that would initiate and sustain the kind of activities that would produce results. focusONE went to work right away identifying, qualifying and creating an awareness of the 365 Media solution. They made appointments for the 365 Media sales staff and arranged for additional information to be sent to those who requested it. In addition focusONE cleaned up and brought current a contact database that would be useful to 365 Media in the future.

focusONE definitely helped us get ahead in the sales game.

We also found out that our prospects liked the idea of the guided online demo. That was great news."

Getting Results

Over 3000 companies were called and firm appointments were set with 2.3% of the total database. focusONE arranged for company and product information to be sent to another 8.9%, many of whom made appointments after receiving the information and talking to a sales person. Three attempts were made to contact each company. When it was necessary to leave a voice mail message, focusONE used specially developed messages that provided important information and created company product awareness for 365 Media. This campaign also directed prospects to the 365 Media web site for more information.



focusONE Delivered

- Demonstration appointments and sales opportunities
- 365 Media company and product awareness in new market segments
- Up-dated lead generation database
- Lead generation process
- Market intelligence
- Competitive intelligence

Business Benefits

Appointments set for online demonstrations saved 365 Media time and money. Sales people could get to more customers in a day's time than if they traveled from office-to-office for regular appointments. Pre-set appointments also cut the work of the sales people in half and allowed them to focus on the revenue-generating end of the sales process...getting the sales contracts signed. The prospects liked it too. No one showed up at their office and disrupted their day...and they could take part in a sales presentation without giving up more time than they wanted. It's a win/win situation that is working very well for 365 Media.

About 365 Media

Founded in 1999, 365 Media is a software company, which is creating a suite of publishing tools to enable legacy publishers of catalogs and directories to move their listings online and make money. Online directory publishers offer 365 Media's innovative technology to their customers who, in turn, develop interactive marketing relationships by dynamically linking to site visitors.

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About focusONE Marketing Integration, Inc.

focusONE is a marketing consulting company specializing in strategic marketing and integrated marketing programs for high technology companies.

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