



CLIENT CASE STUDY SNAPSHOT



US Federal Lead Generation Campaign

Client Profile

A Fortune 500 IT company needed to increase near-term sales and correct marketplace misconceptions about its solutions within U.S. Federal government accounts.

The complexity of the client's offerings in the federal marketplace called for DMP's multi-touch, multimedia strategy consisting of email broadcasts and phone calls, following-up with trade-show and event attendees.

Rather than offering generic solutions, DMP's call services team **brought the human touch into play by identifying customer business pains and presenting the client solutions** that would best meet the customer's needs. Leads were scored based on a system agreed upon by both sales and marketing.

Highly qualified leads were sent to the sales team, while less qualified leads remained in the nurturing process.

Program Success

This program enabled our client to exceed qualified public sector lead generation goals and demonstrate strong ROI for 12 consecutive quarters. DMP helped increase market awareness of our client's solutions and provided highly qualified sales leads within key federal accounts.

Selling to Government Agencies Made Easier With DMP

Whether you are expanding your solution footprint in the government sector, or launching your first government campaign, Direct Marketing Partners (DMP) can help you accelerate your success in this challenging arena.

B2B marketers frequently find the process of connecting with the end-users and true decision makers within Federal, State and Local government agencies to be a tricky one. Oftentimes the professionals with whom marketers and sales reps need to form relationships are hidden behind finance departments and rolls of red tape. Experienced and novice marketers alike can benefit by partnering with a knowledgeable marketing agency.

DMP has an extraordinary track record of client success in obtaining business from various government agencies. Our reps excel at identifying and engaging key decision makers at local, regional and national levels and delivering our client's solutions and value propositions to them.

Our experience, coupled with our knowledge of this market, can help you improve brand awareness, build target lists, deliver qualified sales leads and demonstrate a strong return on investment within new and established government accounts.

How We Do It

Our services are often used to enter and validate the opening of new target markets and penetrate deeper into current accounts. In these cases, flexibility, detailed metrics benchmarking and campaign analysis allow our clients to make intelligent strategic decisions based on statistically valid data and thus reduce business risk. From marketing during an election year, to working around continuing resolution and budget constraints, to understanding the difference between the SEWP and NIH contracts, DMP has the experience and expertise to make your government marketing campaigns successful.

- Should your next campaign target CIOs, Systems Administrators or other decision-makers?
- How should your organization engage with procurement officers before projects go out to bid?

DMP's insight into the structure and organization of government agencies will help you make these kinds of decisions and enable you to plan the best strategies for engaging this highly desirable market.



"You guys are on a ROLL... The black box lead and this storage system lead show that your callers are intelligent folks and can roll with the customers wherever they take you in the conversation (it also shows a command of our product line-up which also gives me confidence). These qualities are very valuable to me."

*~Fortune 500 Marketing Manager,
Federal and SLG*

Direct Marketing Partners

is an outsourced B2B marketing service provider. Through the use of proprietary tools, personalized multi-touch strategies, and unmatched analytics, we specialize in optimizing lead pipelines, accelerating our clients' marketing-through-sales cycles, and achieving measurable, robust ROI. Our core competencies include sales lead generation and qualification, direct and channel partner lead pipeline management, audience acquisition, and database marketing and management.

From there, DMP's experienced program management team implements the client's strategy using time-honed tactics such as working with gatekeepers to engage executives, and optimizing nurturing sequences to identify institutional buy cycles and timeframes.

DMP's sophisticated data capture, reporting and analysis enable on-the-fly program adjustments for continuous improvement.

Your Opportunity Is Now

During both good and challenging economic cycles, the various government agencies buy vast amounts of goods and services. Even though marketing managers may complain about tight budgets, at the end of the day they have to buy from **someone**. In a typical year, government spending alone amounts to 40% of the U.S. economy. A market this big can't be ignored, and with DMP's experience you will have the tools to succeed.

**Let DMP help you uncover more opportunities
in government accounts**

**Call 800-909-2626 x4 or email info@dirmkt.com
today!**

