

YB Marketing



Case study

**Connecting our
clients to the
nation's
largest markets**

YB Marketing

www.YBMarketing.com



Case study

The Client

California based information technology company and certified small business

The market

Government organizations in two (2) US states

The priority contacts

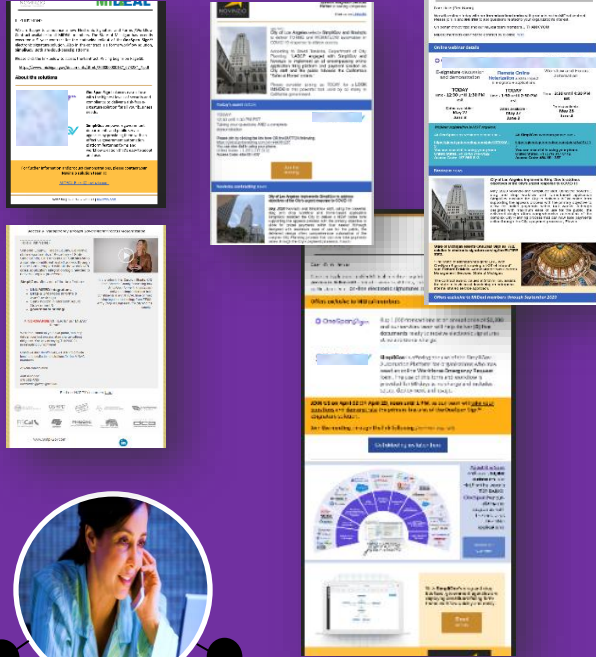
- 1 | Information technology leaders – CIO, CISO, AIO in state and local government
- 2 | Department managers within the LARGEST departments

How we developed the **UNIQUE VOICE** of our client

- ☑ **Email campaigns segmented**, staggered over many weeks with varying messages and different lengths
- ☑ **CALLS-to-ACTION** in every email AND telephone call made (COLD CALL or follow up prospecting call)
- ☑ Create a **UNIQUE**, time based, legitimate **OFFER** to engage with each **CONTACT** group
- ☑ Immediately create an **EVENT SERIES SCHEDULE**, online with **NO CHARGE** and **NO REGISTRATION REQUIRED** **FOCUSED** on each **CONTACT** group and stages of buying within the **CONTACT** group
- ☑ Integrate **ALL Social platforms** to the **PRIMARY WEBSITE** with data collection **FORMS** and **CHAT** developing processes with staff that will engage with **ANY** customer or prospect inquiry **AND** through any channel
- ☑ **TRACK** analytics on **each interaction**
- ☑ **RECORD** all contact data in **ZOHO CRM**

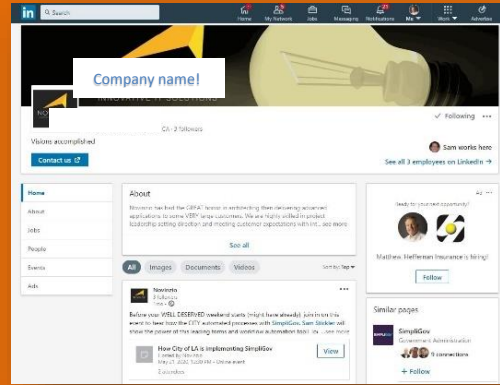
The YB Marketing plan!

EMAIL CAMPAIGNING with telephone outreach



Short and LONG form emails
 Staggered, properly cadenced
 Focused, segmented to audience and their buying journey
 Email "SEND SIZE" from SMALL (less than 50) to MASS
 Telephone follow-up

SOCIAL and WEB

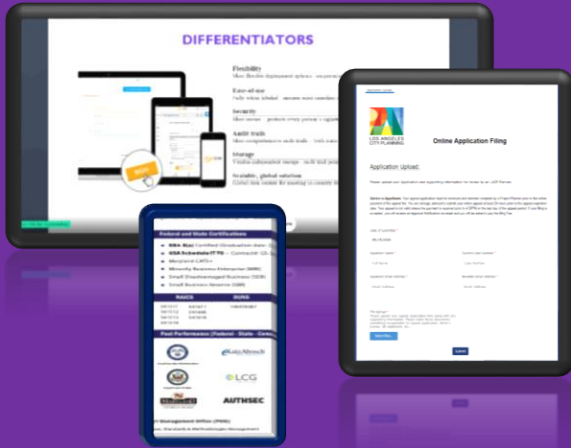


Manage and post to social properties
 Edit and promote events
 Increase LinkedIn connections through direct messaging
 Create landing pages

Case study

EVENT

APPLICATIONS



Manage online events

Poll attendees to encourage participation and lead generation

Follow up with attendees assessing interest and next steps

ZOHO ONE

- ▶ Customer Relationship Management
- ▶ Event management
- ▶ Bookings
- ▶ Meetings
- ▶ Online engagement analytics

CONSTANT CONTACT

- ▶ Email service provider

LINKEDIN

WORDPRESS

Case study

A look at **THE FIRST 60-DAYS**

∴ 10,376

Emails sent

∴ 14

Targeted, unique
email campaigns

∴ 2,248

Opened emails

38%

Highest
OPEN rate

11.1%

Highest
CLICK
rate

∴ 3

Online events held

∴ 17

New, immediate
opportunities

∴ 100's

Follow up actions
For the sales team

Quotes & comments

*Helped establish a
beachhead for our sales
teams*

Great ideas and
insights

Really outstanding!

Fantastic!

*Does the HEAVY LIFTING for
our company*



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