

Mastermind Solutions Inc./OfficeAutopilot Case Study

Automating parts of the marketing process for efficiencies and effectiveness

The Challenge

Blue Link is a successful developer of business and accounting software. They were interested in improving the quality of their internet marketing efforts and automating a number of processes that were, historically, manual operations. They asked Mastermind Solutions Inc. to find an effective solution to this challenge. Mastermind recommended the use of OfficeAutopilot, a powerful marketing automation tool for small and medium businesses.

The Solution

Mastermind mapped out a strategy integrating email campaigns, mailed brochures and DVD's, customized postcards, faxes, and coordination of live sales calls. Working from the basic strategy, Mastermind, using OfficeAutopilot, created a system to completely manage all the moving parts of the strategy.

The OfficeAutopilot system was seamlessly integrated with the Blue Link Elite CRM application, and using a carefully selected list of leads drawn from Blue Link Elite CRM, the different materials, with varying content, are sent to each of the leads according to a pre-determined and automated schedule. Responses to these emails, including email opening and click throughs, and clicking through to recommended Blue Link web pages are monitored on a real-time basis. Each step in the campaign can be monitored individually so that adjustments to the campaign can be done on an ongoing basis. The sequence is designed to respond dynamically to these events, so that specific actions are taken depending upon a lead's response. In this way, for example, sales personnel prioritize live calls to leads that have shown clear interest in topics introduced in emails, faxes and direct mail pieces.

This approach makes the most efficient use of scarce resources, and avoids spending time on leads that show little interest at the current time. The ongoing communication with the target group is maintained to ensure top of mind awareness over time, thus ensuring that the prospect company thinks of Blue Link when the time is right for them to make a purchase.

In addition to email, the process includes the development of custom printed postcards with quality graphic designs tailored to the products and customers in question. Special PURLS (Personalized Landing Pages on the company website) use matching designs to provide personalized communication with the prospect and message consistency. This personalized approach ensures that tracking of direct mail pieces can also be done.

Results

Results of the multi-touch campaign have varied between 25% and 49% email message open rates, and 3% - 9% click through rates. For low interest prospects, these results are exceptional. In addition, within the first month of the new campaign, at least two companies became active new leads as a result of this campaign.

Conclusion

OfficeAutopilot offers tremendous flexibility, and rapid development and deployment of campaign variations. In this way if a trend is observed during a campaign, optimizations can be made very quickly to take advantage of the trends.

Canadian-based Mastermind Solutions has the marketing expertise, combined with a powerful tool like OfficeAutopilot, to enable any size company to improve their lead generation process, and to respond more quickly to trends. They have developed special expertise to help companies wanting to become more active in lead generation and now have an in-house capability to help companies to implement those lead generation strategies through a powerful tool such as OfficeAutopilot.

Mastermind Solutions will help companies develop meaningful lead generation (and other digital marketing) strategies that fit within their marketing process and they will help companies to implement the new OfficeAutopilot marketing automation software on their behalf – a first for a company in Canada.

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