



**CASE STUDY:  
MANUFACTURING**

**CONTINUOUSLY ENGAGE PROSPECTS  
TO INCREASE SALES AND REVENUES**

**PROFILE:**

- ▶ A leading manufacturer of custom binders and presentation folders, multimedia and software packaging and fulfillment services to major U.S. corporations, universities, and government agencies.

**SITUATION**

- ▶ The customer wanted to fill their sales funnel with qualified leads and develop a continuous communication plan using email marketing to their target prospects.

**SOLUTION**

- ▶ A targeted prospect database was accumulated within key vertical markets, a set of highly relevant, text email messages was composed, and a series of compelling email campaigns were systematically deployed over a one-month period. All email campaigns were tracked by the metric dashboard to provide the customer's sales team the ability to follow up and prospect on a real-time basis.



**RESULT**

- ▶ The customer's campaigns averaged a 47 percent open rate and a better than 4 percent response rate. Whether prospects were replying to the email, clicking to the website or filling out a prepopulated form, the customer's sales force used the metrics dashboard to prioritize their selling strategy and immediately follow up to close deals.

*For detailed information on any of our solutions, contact us at 1-800-540-6061 or [info@firstwave.net](mailto:info@firstwave.net)*

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