



FOR IMMEDIATE RELEASE

Contact:
Brianna Christy
Power PR
310.787.1940 x113
press@powerpr.com

5608 Parkcrest Drive
Suite 300
Austin, Texas 78731
www.bulldogsolutions.com

Sales Engagements Soar with Innovative Data Delivery

Lead marketing optimization renders cold calling obsolete

AUSTIN, TX—October 12, 2007— If your online presence has successfully generated a large database of new prospective clients but not necessarily improved sales, congratulations. You are now a member of a growing crowd of grumpy entrepreneurs who have realized that quality not quantity is the essence of an effective marketing strategy.

Fortunately, help is on the way. As the internet grows, so do the technologies that can help businesses reach their target audience faster and more efficiently. For example, Kimberley Roberts began to reap new rewards for her company when she dropped that quaint and outdated term, *lead generation*, and began humming the new mantra: *lead marketing optimization*.

As manager of direct and internet marketing for Objectivity – a technology firm that provides data management platforms for government, science and engineering companies – Roberts is responsible for developing lead-generating webinars. Her primary challenge is creating an audience by enticing people to register and attend her web events. Although the number of people who attend is important, it is not enough to ensure success: she must also qualify all registrants. By doing so, she is attempting to identify those who are most likely to be responsive to Objectivity's products. The goal is obvious: make the follow-up process as efficient as possible for the sales force.

To improve her registration outcomes, Roberts engaged Bulldog Solutions, Inc. Named by *Inc. 500* as one of the fastest-growing private companies in the United States, Bulldog is a provider of turnkey solutions for B2B marketers that create more qualified leads and increase sales engagements. They do all this by meticulously measuring every lead they harvest. "I



5608 Parkcrest Drive
Suite 300
Austin, Texas 78731
www.bulldogsolutions.com

FOR IMMEDIATE RELEASE

Contact:
Brianna Christy
Power PR
310.787.1940 x113
press@powerpr.com

found it invaluable to have someone to work with. Someone who is an expert on producing webinars and other marketing tactics and knows how to optimize them,” she said.

The Texas firm’s lead marketing optimization campaign goes a lot further than typical lead-generating programs. Their methodologies allow companies like Objectivity to manage a lead throughout its life cycle, score each lead to find the most likely sales conversions, and to improve product interest among those leads that have been scored low. In other words, just because a new lead seems luke warm now doesn’t mean that it can’t be heated up, so to speak. By continuing to communicate benefits in well-timed email solicitations and courtesy calls, questionable leads can be moved into what is called *The Buying Zone*™. Waste not want not is the moral of the story.

Bulldog also captures data about the process so that the next campaign will be more effective. This complex system of continuous checks and balances is called the 5Ms. They begin with the ideal Mode of communication that will drive an audience to the client, utilizing the ideal Media strategy. This is made effective by carefully crafting a Message, designing relevant Metrics, and then determining what Management capacity each client needs to be successful. The data is presented to clients through a campaign management technology called Bulldiagnostics.

“The metrics are key. The management technology is a tool that allows the customer to see how the 5Ms are trending. This helps them, and us, understand who are the good leads and who aren’t the good leads. And of the good leads, we need to figure out where they are in the buy cycle. This helps us know when we should sell to them versus when we should be nurturing them,” said Rob Solomon, Bulldog CEO and founder.

The results of the lead marketing optimization can be significant, according to a CSO Insights Study. The percentage of sales reps making their quota may rise 9.3 percent, conversion rates



FOR IMMEDIATE RELEASE

Contact:
Brianna Christy
Power PR
310.787.1940 x113
press@powerpr.com

5608 Parkcrest Drive
Suite 300
Austin, Texas 78731
www.bulldogsolutions.com

on first calls leaps by 16.5 percent, win rates rise by 7 percent, and the time it takes to make new sales people effective decreases by 10 percent.

Roberts, who set a goal of 200 registrants, was assisted by Bulldog Solutions in various ways. They helped with the logistics of planning media use for promoting the Objectivity event. And they assisted in the negotiation and purchase of media. But the benefit that most impressed Roberts was real-time access to data via the Campaign Management Center portal. The setup allowed Roberts to observe which vendors were drawing the most registrants. When she grew concerned about the low productivity of some media, she contacted them and, with data to back up her claims, won additional support at no extra cost.

Also, real-time insight into conversion data allowed Roberts to recognize early which messages on the internet generated interest but not registration. This, in turn, enabled her to ask for changes in the online copy – Bulldog suggested simplifying and streamlining her message – and have those changes implemented quickly so that she could observe the results.

“I was on the Campaign Management Center pretty much all day long,” Roberts said. “I had a running total for each vendor and I could see results immediately. My Bulldog campaign manager was able to provide a lot of insight.”

Roberts said the ability to make adjustments during the promotion was critical to her success. She exceeded her goal and drew 227 participants. And, perhaps more importantly, her company was impressed and pleased with the quality of leads generated. “They understood our message,” she said.

Koen De Witte, vice president of Bulldog marketing, said old-school lead generating efforts often fail because marketing and sales initiatives are dependent on each other but disconnected. The



FOR IMMEDIATE RELEASE

Contact:
Brianna Christy
Power PR
310.787.1940 x113
press@powerpr.com

5608 Parkcrest Drive
Suite 300
Austin, Texas 78731
www.bulldogsolutions.com

image often associated with this relationship is a funnel. At the top is marketing, which attempts to lure in an audience that is then sifted down to the lower portion of the funnel, which is sales.

De Witte and his colleagues say the funnel image, though embraced by many marketing and sales professionals, is fundamentally wrong because it suggests a linear process. Rather, to succeed, the process must be ongoing and circular, like cogs that continue to rotate and engage each other. One cog is marketing (tactics), and this must be in alignment with a sales cog (engagement), both of which are driven by a third cog – the never-ending method of lead marketing optimization.

“How many times do you hear that the sales representatives are complaining about the quality of leads they are getting from marketing? That’s where we play. We play in that field to connect those two worlds and we call it LEAD marketing optimization,” he said.

De Witte believes complaints from the sales department often occur because marketing prematurely hands over leads to sales. This creates efficiency problems. First, some of the information that needs to be gathered could have been gathered automatically through a marketing dialog. Secondly, the lack of that information results into lead handoffs that have little or no potential. Over time, these inefficiencies cause the sales representative to lose trust in the value its marketing department is providing. In the worst case it results in the sales person starting to cold call himself, which makes the level of inefficiency even greater.

“It’s all about timing,” adds De Witte. “Although the qualification process can be automated to a certain extent, there are certain qualification questions that only can be answered through a human dialogue.”



FOR IMMEDIATE RELEASE

Contact:
Brianna Christy
Power PR
310.787.1940 x113
press@powerpr.com

5608 Parkcrest Drive
Suite 300
Austin, Texas 78731
www.bulldogsolutions.com

Bulldog Solution's methods must be delivering results. The firm was added to the *Inc. 500* list after enjoying three-year sales growth of 774 percent. Solomon believes the demand for excellent lead optimization will continue to grow.

"Today's marketing organizations face tremendous pressure to be accountable for their lead-generation investments," he said. "To be successful, they need to optimize lead generation and conversion at every point. That's a tremendous challenge, and our goal is to continue helping some of the best business brands in the world address it."

For more info, visit <http://www.bulldogsolutions.com/>; call toll free (877) 402.9199 or fax: 512-652-2558; email sales@bulldogsolutions.com; or write to Bulldog Solutions, 5608 Parkcrest Drive, Suite 300, Austin, TX., 78731.

###

Douglas Glenn Clark is a freelance writer based in Los Angeles, California.