

The Client:



Branch Communications

Branch Communications helps to grow their clients' business by utilising digital and Internet tools to acquire, grow and retain their customer base.

"The entire campaign was so professional from beginning to end. A lot of work went into deciding targets and once the campaign began, we were called regularly and always kept in the loop. Everything was explained to us and great attention paid to who we wanted to target.

Over 6 months later we were still getting leads!"



Roz Chandler
Managing Director

Branch Communications' Social Selling Campaign Still Generating Opportunities 6 Months Later With 23x ROI On Sales Achieved

The Challenge

Branch Communications wanted to reach new contacts and start a dialogue about how they might work together. Roz required a highly strategic approach, as she believed to successfully convert these new contacts into new clients, they must specifically target only the sectors where Branch Communications had previous and relevant experience.

With her deep understanding of the digital marketing sector, Roz felt it made sense to utilise Network Sunday's Social Selling service; she soon found it made perfect business sense too.

The Results

After the initial consultation, Roz's LinkedIn profile was re-written and the specific sectors to target were agreed. The emphasis was on 'paying it forward' offering her network some free consultations to help raise awareness of the digital marketing landscape.

Network Sunday was able to *define* and *refine* the individuals contacted, which resulted in a high level of interested responses. Sales achieved was 23 times the initial investment, as well as continued pipeline of new business 6 months after the first engagement.

CAMPAIGN HIGHLIGHTS

23x

RETURN
FROM SALES
ACHIEVED

96

SALES
QUALIFIED
LEADS

84%

POSITIVE
RESPONSE
RATE

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More opportunities, less work