

The Client:



EVOCO

Evoco directors have in excess of 75 years' combined experience in the industry, helping clients develop, articulate, and reach ambitious new business targets - and also repair change programmes which have become derailed.

Market differentiators for Evoco include a highly visual approach using Journey2 methodology and an ability to deliver wins early in the process to engage stakeholders at every stage.

"We are still using Network Sunday and will continue to do so and will recommend the same for our own clients."

This is how Evoco now conducts new business development."



John Dunnet
Programme Director

Change Experts Evoco Implement Social Selling And Receive 10x ROI In New Revenue With Network Sunday

The Challenge

Evoco was grappling with the 'feast or famine' phenomenon that many start up professionals face. As soon as the timing was right (Evoco's directors were at first occupied with bringing their own ground-breaking initiatives to market), they engaged Network Sunday to help start meaningful conversations with the right target market.

During the set up process they were quick to see the potential of Network Sunday's pioneering approach to networking via Social Selling.

The Results

Founding director John Dunnet oversaw the LinkedIn optimisation and message crafting process while target prospects were identified. They also solicited membership on John's behalf for joining relevant groups on LinkedIn to allow for proactive networking.

Soon after going live, there were 127 positive responses were received within the first month alone. Of those, 61 were prospects and 66 were colleague referrals. After the pilot engagement, 7 other opportunities had a good chance of closure, further increasing the ROI measurement.

CAMPAIGN HIGHLIGHTS

10x

RETURN ON
INITIAL
INVESTMENT

61

SALES
QUALIFIED
LEADS

27%

OVERALL
RESPONSE
RATE

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More opportunities, less work