

## The Client:



## Marketingunity

Marketingunity is a software house specialising in web-based products designed to streamline the marketing and procurement activities of an organisation.

Their 'Procurement Manager' application allows their clients to source, purchase, produce and deliver a wide range of products and services as part of their marketing activities, ensuring this happens cost-effectively with visibility and control over spend.

*"It's less like you're saying, 'we have the best widget and we want to sell one', but more like you're identifying a common interest and simply seeking to start a relationship with the right person."*



**Chris Hopwood**  
Managing Director

## Marketing & Procurement Software Company Marketingunity Masters The Soft Sell In The UK Market

### The Challenge

Frustrated by four previous attempts to employ traditional outbound telemarketing, Marketingunity engaged Network Sunday to help generate a greater quantity of opportunities for their sales team.

There was a desire to cut through the noise and identify the best marketing mechanisms from the huge volume of strategies being employed in the market, to get the right message, to the right budget holder at the right time.

### The Results

MD Chris Hopwood says he is working a healthy sales pipeline which resulted from the campaign, and points out that every stage of the process has delivered unexpected value, often in the form of insightful prospect feedback. Overall, the targets were more receptive and warmer in their responses.

The qualification function added an extra level of professionalism, putting more gravitas on each opportunity. 'People can get back to you at a time convenient to them which gives them a chance to do their homework on you.'

#### CAMPAIGN HIGHLIGHTS

**30**

SALES  
QUALIFIED  
OPPORTUNITIES

**39%**

POSITIVE  
RESPONSE  
RATE

Chris chalks this better reception up to a number of factors – the LinkedIn platform provides a sense of community and pre-qualifies messaging somewhat, prospects are more inclined to read the messages and shoot off a courteous, 'not right now, thanks' response if the timing is wrong. Either way, it keeps the option open for the future.

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*More opportunities, less work*