

At MarketLauncher, Inc. we help mid-size, service companies implement strategies to accelerate growth.

### **What is your growth strategy?**

- \* Find and get in front of more qualified prospects?
- \* Evaluate new geographic areas?
- \* Evaluate new target industries?
- \* Identify favorable acquisition targets?
- \* Increase your share of business among your existing client base?

Whatever the strategy, it requires some execution. We take action and deliver results that just may have you redefining your company's true potential.

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## The Situation

A mid-size civil engineering and surveying firm wanted a program to expand their current client base and develop new contacts and leads for their land development practice. The practice had recently conducted a three-postcard direct mail series and was looking for a way to effectively leverage the mailing.

MarketLauncher, recommended a telemarketing campaign to the recipients of the postcard series to maximize the impact of the direct mail piece.

## The Solution

Several weeks after the last postcard hit the recipients' desks, MarketLauncher began contacting the decision makers to achieve the following objectives:

- **Reinforce brand awareness** and key messages contained within the postcard series
- **Interview key decision makers** about their upcoming business needs and criteria for selecting civil engineering firms for future projects
- **Determine specifics regarding projects** such as timing, dollar amounts and how a new firm could get considered for the job
- **Set appointments** with target market firms that were interested in discussing working together or exploring capabilities
- **Clean the list** for future new business efforts

*"The main purpose of this campaign was to create contacts for future new work and that was definitely achieved. MarketLauncher was able to open or reopen doors with previously hard to reach contacts. The result of this campaign will be new business for our firm."*

**Firm Principal: Vice President  
- Special Practice Area**

## The Results

In-depth telephone interviews conducted with **50%** of the list

New business appointments scheduled with **30%** of the interviewees.

Another **25%** of the original 100 were identified as future targets for new business.

Throughout the next quarter, approximately 100 “priority” direct mail recipients were contacted by MarketLauncher market research specialists.

In-depth telephone interviews were conducted with nearly 50% of that priority list, with new business opportunity appointments being scheduled with close to 30% of the interviewees.

In addition, another 25% of the original 100 were identified as future targets for new business opportunities.

Through the interview process, it was determined that these 25 companies would have a need to hire a civil engineering firm in the next 6 to 12

months and would be interested in meeting with our client at a future date.

In addition to securing new business meetings and identifying future sources of potential revenue for the firm, MarketLauncher was able to clean the list significantly in order to ensure the Land Development Practice was focusing their attention on the right decision makers in the future. The MarketLauncher market research team weeded out 10% of the original list as not being viable sources of new business opportunities as they did not hire civil engineering firms. And through the interview process, the list grew by 26%, with the MarketLauncher research team able to add additional target market decision makers for future marketing efforts.

## The Outcome

As a result of the MarketLauncher telemarketing campaign, our client’s Land Development Practice has been able to significantly impact their efforts to drive new business revenue into the firm.

With MarketLauncher harvesting the market and managing the early stages of the business development process, our client’s Land Development Team was able to focus their efforts on only those activities where the payoff was high. The partners were able to put their time and attention towards the companies where business meetings were secured; they were able to develop game plans and action steps for the companies where future new business opportunities were identified; and they were able to develop new marketing strategies for reaching the now clean list of target market companies where potential business opportunities were confirmed to exist.

The outcomes for the client’s Land Development team were threefold:

1. Immediate new business meetings secured
2. An ongoing pipeline for future new business was developed to let partners know where to focus their time and attention for maximum ROI
3. Market research data about the new business landscape to aid in future decision making and planning

The partners were able to:

1. Spend time only meeting with potential clients where interest and needs were pre-determined.
2. Develop action plans for companies where future business opportunities were identified.
3. Develop strategies that targeted the contacts on a “clean” list of confirmed viable prospects.