

A red graphic featuring a target symbol with a magnifying glass over it, and a banner below that reads "MARKETING SERVICES".
MARKETING
SERVICES

ALL PHASE CASE STUDY:

How a lead generation campaign helped create a successful event.

All Phase Communications serves end users throughout Washington state with a range of unified communications, networking and cabling solutions. As one of Seattle's oldest VoIP and UC solution providers, their reputation for strong customer satisfaction consistently creates results. In fact, they were even recently recognized by ShoreTel's CEO for achieving a world-class Net Promoter Score.

THE CHALLENGE As part of their customer recruitment strategy, All Phase hosted an event at the Washington Athletic Club. However, without a dedicated marketing department to focus on driving attendance, it was up to Vice President Iain Beveridge and Administrative Assistant, Kim Vukelich to plan and execute the event. Neither of them had the time to dedicate to successfully drive attendance at this event, so they reached out to ScanSource Services Group's Marketing Team.

THE SOLUTION After an initial conversation to determine their target market and campaign objectives, ScanSource Services Group crafted an event marketing strategy that combined the right pre-event components to drive attendance and generate measurable results. The recommended campaign consisted of:

- Purchasing a target prospect list
- Designing and blasting a detailed invitation
- Developing a telemarketing script and call-schedule that creates a sense of urgency as well as making the calls to prospects

THE PROCESS All Phase was very excited to hear that ScanSource Services Group's Marketing Team could help with their event marketing. "The process was really great," says Vukelich. "Amy Fitch [ScanSource Services Group] walked us step by step through the entire process, and was very clear about what information she needed from us."

During the discovery conversation, ScanSource Services Group's Marketing Team determined their exact target market and general geographic areas relative to the event locations. The Marketing Team then designed an email with information about the event and a registration form to drive initial reactions. ScanSource Services Group then created an email and a registration form with information about the event to drive initial registrations. Then, emails were followed up with an engaging telemarketing campaign featuring a script crafted to create urgency and get people to register right away.

"We simply wouldn't have had the time to make all of those phone calls and emails," says Vukelich. "It was a huge time-saver having ScanSource Services Group do it for us."

THE RESULTS All Phase was thrilled with the total registration numbers and attendance at the event. With 55 registrants, they could follow up with high-quality leads. As a result of the joint efforts of implementing this Lunch and Learn event with ScanSource Services Group and All Phase, a net new customer was acquired, resulting in an 800-phone deal totaling \$443,000. In fact, the event was so successful that All Phase plans to make it a regular part of their marketing plan and will continue to use ScanSource Services Group's Marketing Team to drive attendance at all future events.

"By taking over the pre-event marketing, we took the burden of telemarketing from the customer, and handled the entire process of designing and launching the email campaign," says Fitch. "We deliver on what we say we are going to do, so the customer can focus on planning and executing their event."



Let's Go Beyond Buzzwords.

VoIP. SIP. And BYOD. If you don't know the meaning behind these acronyms and buzzwords, you're not alone. Join us for lunch on Tuesday, May 20th, as we discuss the industry's latest technology and trends and, more importantly, examine how ShoreTel solutions can reduce your costs and help you gain a competitive advantage.

WHO: All Phase
WHAT: ShoreTel VoIP Seminar
WHEN: Tuesday, May 20th; 11am @ 2:30pm
WHERE:

Space is limited. To RSVP, click below or call today.

REGISTER NOW



It's not about replacing your old equipment.
It's about leveraging a new way of thinking.
Don't miss this opportunity to speak with industry experts about reducing your costs, increasing productivity and improving customer service.



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Why All Phase?
Since 1986, All Phase has been providing Seattle businesses with hassle-free telecom solutions, best-in-class products, and exceptional customer service. A no-cost needs assessment and onsite product demonstration is the first hassle-free step to determining if VoIP will work for your business. Call [redacted] today to learn more.

WANT TO LEARN MORE?

If you're ready to grow your business and need an experienced marketing resource to guide you - whether you need a marketing overhaul or simply want tools and techniques to improve lead flow - visit scansourceservices.com/marketing or call us at **866.370.6712 x5088**.

