



Project Spotlight – Lead generation and Appointment setting activity

Vital relationships were initiated to help launch new technology offering



Background

License Dashboard (LD) develops software solutions that are designed to help both large and fast-growing organisations to proactively manage their software expenditure, minimising costs, maximising utilisation and streamlining the entire software lifecycle.

From point-in-time Effective Licensing Position (ELP) programs, through to ongoing license compliance and Software Asset Management initiatives, License Dashboard's portfolio of solutions will help you establish, understand, optimise and manage your software licenses. All of which can lead to savings of up to 30% in your overall IT expenditure.

License Dashboard solutions are available through a worldwide network of authorised partners, offering both on-premise and hosted or managed service options.

The requirements for this project were two-fold; firstly, enhance the quality of the data by capturing details on how businesses were managing their software licenses and technology assets. Secondly, to arrange web demonstrations showcasing the License Dashboard technology, a first step in the sales process.

This product, then in its infancy, helps companies effectively manage their licenses and assets, ensuring they are not under or over-licensed. This is highly relevant for compliance purposes.

A trusted partner who could position the License Dashboard brand correctly and explain its functionality in a clear and concise manner to customers and new business prospects was paramount to the success of the campaign.

The solution

Engage with EST Marketing on a series of lead generation and brand awareness campaigns.

Because of the nature of this particular technology and because it was new to the marketplace, EST Marketing took their Account Managers who would be working alongside License Dashboard's own marketing personnel to the main office in York for full training.

"We were very excited about the License Dashboard technology and knew that anyone we partnered with in marketing LD to our customers and prospects would require that same excitement and enthusiasm." says Matt Fisher, Sales and Marketing Director, License Dashboard.

"This was a technology sell, so we needed people on board who lived and breathed technology and were prepared to invest their time and energy into learning everything about LD and how it works in order to sell it to a wider audience." >



The result

"In a sentence, significant value was added to our database!

Marketing intelligence was inserted in sortable columns so that we could pull reports that told us which competitors were in use, company size and so much more. We now have a database that is information rich, its become a really valuable asset for our sales and marketing teams to use and it continues to yield results.

A number of good quality leads were generated which required immediate engagement, our calendars were filled with customer facing meetings, online demonstrations and our longer-term pipeline started to develop" explains Matt.

"Our vendor awareness was hugely accelerated! The product had not been marketed a great deal, so EST Marketing got the message out there, introducing the product to over 100 businesses and sent information out on our behalf to prospects that wanted to know more about our offering.

EST marketing provided an excellent reporting strategy designed to keep us informed of the progress being made throughout the campaigns delivery. Each day we were sent a summary of activity which gave us visibility of daily productivity metrics, details of the opportunities generated to date and explained any changes that had been made to accelerate the success of the project.

The detail of each appointment that was booked and lead that was generated was sent through to us on an individual report which outlined the background and drivers to the prospects interest and helped us take an appropriate follow up action. The information that was recorded in these reports demonstrated that EST Marketing understood how our technology could help customers.

At the end of the project, we were sent a final report which included some anecdotal feedback on the objections that were faced during the calling and how the message was received by prospects. They broke down and analysed each campaign component from data to messaging and presented us with an understanding of what worked and what didn't and concluded with some suggestions on how the product could be marketed in subsequent campaigns.

This feedback was really constructive and helped us shape the proposition we now take to customers." — enthused Matt.

Why we recommend EST Marketing

"A partner needs to have the same goals as you do for a collaborative campaign to be successful. We needed someone who was as excited about LD.

EST Marketing sent 3 members of their team who would be working on this campaign with us and their Managing Director to our training facility in York so they could thoroughly understand the LD technology and how it would benefit clients. They invested their time and their resources and as a consequence of this dedication to the project were able to talk freely and effectively about the LD solution.

They genuinely care about their customers and making every campaign a great success! The results achieved from the work they have done for LD speak volumes for EST Marketing's integrity and professionalism."

Matt Fisher, Sales and Marketing Director, License Dashboard.