



CLAIRANT CASE STUDY



CLIENT

Virtual Answering Service Company

An established virtual answering service company in Florida provides dispatching and receptionist services 24/7/365 for their clients. Their goal is to help clients increase their availability to handle prospect and customer calls and to optimize their customer service. Having been in business for more than 50 years and currently employing over 100 employees, the company services an extensive and diverse client base of approximately 400 businesses from blue collar companies to executive professional services in a variety of industries.

STATISTICS



50+
Years in Business



100
Employees



400
Customers

TARGET MARKET

Owners and decision makers for companies primarily in the following industries: Elevator, Property Management, Oil & Gas, HVAC, and Plumbing.





PROBLEM

Unsubstantial customer acquisition and marketing efforts

Despite having a large employee pool of trained experts in virtual customer service, and having a competent and experienced management team, the company was lacking in marketing leadership, and generally assigned tasks to employees of different departments to take on marketing responsibilities. There was no marketing strategy and very little marketing efforts were put forth. As a result, the company was lacking in customer acquisition, thus stagnating business and revenue growth.





SOLUTION

Utilizing Clairant's external marketing professionals

The owner of the company compared marketing agencies and chose Clairant as their #1 choice to help with their marketing efforts. Clairant provided the leadership that they needed through Fractional CMO Services and all the digital marketing resources needed to execute a solid marketing strategy at a fraction of the cost of hiring a full time CMO. The plan was to use Clairant's resources for implementation as well as some internal employees.





STRATEGY

Clairant provided a variety of services and reporting

SERVICES PROVIDED BY CLAIRANT



Fractional CMO Services

10 hours per week



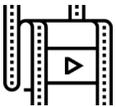
Email Marketing

2 industry-specific emails sent per week using the Constant Contact email platform and segmentation of lists



Lead List Management

To continuously grow contact list with Lead411 & Trade Shows



Videos

1-2 videos recorded, edited, and added to YouTube channel each week, embedded on the website, and promoted in emails/social media posts



Blogs

1-2 blogs posted online and promoted in emails/social media per week



Social Media

1 post per day on 4 platforms (Facebook, LinkedIn, Instagram, and Twitter) using Constant Contact to schedule posts and analyze engagement



Website Updates

Continuous updates



REPORTING

Each week, the Clairant team delivers a list of hot leads who interacted with any of the content on all email marketing campaigns, determined using analytics.

This reporting includes the contact information of whomever clicked on any videos, blogs, and all other marketing content that is pushed out on emails. The leads are then sent to the sales team to call and close deals.

INVESTMENT

\$5,000 / month



RESULTS

\$10,000 / month in added revenue

From the marketing strategy and implementation plan created by Clairant, the company invested \$5,000 a month and broke even at the 5-6 month mark. By month 12, they had doubled their investment generating \$10,000 in monthly revenue directly linked back to the planned multi-channel marketing activities. They generated 20 new accounts and continue to grow on a weekly basis. The conversion rates drastically increased due to the sales team receiving weekly hot leads directly from the engaged contacts on the email marketing list. The company is thrilled with their results and continues to dedicate a healthy investment in their marketing program, and they are considering increasing their spend with Clairant in the months to come.

1 Month

- \$5,000 / month investment

6 Months

- Broke even on generated revenue

12 Months

- Doubled investment to \$10,000 / month in generated revenue
- Gained 20 accounts directly linked to Clairant's marketing efforts

