



Case Study

Client Increases Client Base by 20% after Integrating Mentor Tech Group's Targeted Corporate Training List into their Marketing Plan

"Mentor Tech Group was selected due to their ability to target specific decision-maker contacts in the Learning & Development/Training space. We have had good success with their lists."

- Jim Hartigan, Partner, Orgwide

Summary:

After learning they had to significantly increase the number of leads in the sales funnel to achieve the company's growth goals, Orgwide chose Mentor Tech Group to provide them with a highly specialized list of Corporate Training decision makers. Over the first 24 months utilizing the MentorTech list in conjunction with a multi-pronged marketing approach, Orgwide:

- Invoiced 20 times the cost of the list
- Grew their client list by nearly 20%
- Connected with and more than doubled the number of contacts with whom they have regular dialogue.
- Increased the number of new visitors to the website by over 80% and increased overall website traffic by nearly 150%

Company Profile:

Founded in 2004, Orgwide is a 25-person consulting firm that provides specialized Learning and Development services to the corporate training market. Services include:

- Consulting & Project Leadership – Strategic insights, change management, process improvement
- Learning & Development – elearning, instructor lead, virtual learning, job aides
- Communications & Messaging – internal campaigns and messaging for clients
- Assessments & Business Intelligence – employee opinion surveys & custom research

Specialties include: eLearning, Internal Communications, Employee Opinion Surveys, Transformational Business Consulting

Headquarters: Collierville, TN

Website: www.Orgwide.com

Business Challenge:

Jim Hartigan joined Orgwide in April 2010 as Chief Business Development Officer and Partner. Tasked with broadening Orgwide's client base and increasing sales, Jim had his work cut out for him. At that time, all Orgwide clients originated from referrals or a prior business relationship with the Partners of the business. As such, Orgwide had never rented or purchased a marketing list.

Previous marketing efforts included networking and emailing or calling on their internal list of networked leads. From April – October of 2010 Jim focused his efforts on refining the company's brand message. He worked to determine what would be the best approach to market the firm. In June 2010 Orgwide began regularly distributing firm-generated content through their

(thought)wide blog series and authoring insightful white papers on the most pressing issues to learning and development professionals. Finally, Orgwide improved the SEO on their website, and began tracking and analyzing web traffic statistics to measure the results of their efforts.

In June 2010, Orgwide's list comprised less than a thousand names of internal leads and contacts. From June through October 2010, they conducted a series of email campaigns to their internal list. By late October, Jim realized that Orgwide faced a serious challenge. Their in-house database was insufficient to support the growth goals of the company. Despite their best efforts to improve marketing efforts and outreach, they were not marketing to enough decision-maker contacts to substantially increase sales and grow the business. To grow Orgwide's business base (# clients and variety of industries), they would need to pour a large number of targeted leads into the top of the sales funnel.

Solution:

After researching several marketing list companies, Mentor Tech Group was selected to provide Orgwide's list services. Jim commented, "Mentor Tech Group was selected due to their ability to target specific decision-maker contacts in the learning and development industry."

Mentor Tech Group was selected because their lists are comprised of decision-maker contact information that has been gathered via direct phone calls by MTG's Learning and Development industry professionals. Every contact on in the MTG database is verified every four months, resulting in a highly accurate list of decision-maker contact information sorted by job function. Key information provided to Orgwide included contact direct-dial numbers, mailing addresses, and email addresses and/or additional notes whenever possible.

Orgwide purchased the Mentor Tech list in October of 2010. Jim then developed a multi-pronged marketing plan to make the best use of the list. As Jim states, "The key to success of the Mentor Tech Group list is simply this: You MUST work your list. You can't just buy the list. You must **actively** work it."

Implementation:

Since purchasing the list, Orgwide has implemented a well-tested approach to marketing to the list, including: telemarketing, email marketing and postcard mailings. Jim notes that a multi-pronged marketing approach works best. "We often combine a telemarketing campaign with the offer of our latest white paper.... our goal with each outreach is to become part of the consideration set when a need arises. Because we are a service company, we must continue to build awareness with targeted decision makers, so when a need arises, the prospect will think of Orgwide first."

"You have to cut through the noise. Do to that, we email our weekly (thought)wide blog series to all of our contacts. We then track on the website who's clicking through and what domain names have been on the site for how long and on which pages, etc."

"This helps us understand what topics are resonating with our target audience and identify who's engaging with our website. Then we target them for a follow up call to learn even more. 'I saw you clicked on our blog and wondered what you thought...'"

“We also do broader telemarketing to the MTG list. We use the white papers in draft form to reach out to people on our lead list. We ask them to provide feedback in a ‘pre-published review’ of our white papers, and in exchange they will be entered into a drawing for a small prize. Participants then have a 30 minute phone call with a Partner of the firm to provide valuable feedback. This allows us to build relationships with our contacts and further qualify them in our sales process. We run this type of campaign every six months. It provides us with enough new contacts (i.e. warm leads) to take us through a six month period.”

On average, Jim emails each contact two times per month and leaves an average of 2 voice mails each month, in addition to emailing the weekly (thought)wide blog series. This results in his leads receiving 1-2 outreach contacts from Orgwide per week. Now that’s some serious, purposeful and planned marketing.

“Most of all, don’t be boring and annoying” – something Jim calls “Bornoying”. “Every communication can and should be an instructional experience.” To be certain their (thought)wide blog series is relevant to readers, Orgwide often solicits suggested topics from regular readers as well. Jim made note, “Be sure you watch the unsubscribed rate when you begin to implement regular marketing campaigns. Stay on top of that to insure the information you send is relevant.”

Results:

When Orgwide started using MTG lists, their goal was to increase the number of leads in the top of the funnel to ultimately increase sales and broaden their client base. As you can see from the chart on the next page, their marketing approach in using the MTG list has worked well.

After launching a new Orgwide website on 5/25/10, and beginning their email marketing campaign to the MTG list on 11/1/11, they achieved the following results:

Web Site Activity

Date Range	Measure	Before Mentor Tech - 2010	After Mentor Tech - 2011	% Change
June 1 to Aug 31	Visits	1963	2793	+42.3%
	% New Visits	38.0%	65.45%	+72.2%
	Unique Visitors	750 or 8.15 per day	2035 or 22.12 per day	+171.3%
Sept 1 to Oct. 31	Visits	1109	1627	+46.7%
	% New Visits	36.07%	72.89%	+102.1%
	Unique Visitors	469 or 7.69 per day	1319 or 21.62 per day	+181.2%

Jim Hartigan summarizes the results best, "Since using the Mentor Tech Group marketing list, Orgwide has achieved the following results:

- Over the first 24 months utilizing the MentorTech list, we invoiced 20 times our list investment.
- We grew our client list by nearly 20% over that same period.
- We have connected with and more than doubled the number of contacts with whom we have regular dialogue."

Jim's advice to achieve great results: "First, you have to start with a high-quality list like that of Mentor Tech Group. Then, you simply have to work the list every day and have a purposeful, planned approach to it...our plan includes a weekly blog series, regular email and phone follow up with the clients, prospecting outreach calls, and always offering value at every touch."

For further information please contact Mentor Tech Group at: 651-457-8600.