



## Case Study

# Dancorps\* Realizes Huge Gains by Marketing to the Mentor Tech Group Decision-Maker Database

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*"This decision-maker database of contacts from Mentor Tech Group works. The results are irrefutable." - President, Dancorps\**

\*Actual company name has been modified for confidentiality purposes.

## Summary and Company Profile:

Dancorps\* is a national online gift company, delivering entertaining care packages to hospitalized individuals. In addition to sending individual packages, through their corporate team building division, they now bring joy to hundreds of hospitalized children, by employing creative corporate team building activities.

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Dancorps was born out of a market need and desire to deliver interesting, customized gift boxes to people staying in the hospital – an option not available at hospital gift shops. Each Dancorps package includes specialty magazines, combined with toys and activities, delivered in a high quality gift box.

The initial business was launched online, where people could order and send customized gift boxes to their loved ones in the hospital. As business began to grow exponentially, there was great interest from children's hospitals, and a desire to increase the number of hospitalized children receiving Dancorps boxes. Through their creative genius and corporate backgrounds, they contacted select corporations, encouraging them to assemble Dancorps boxes for hospitalized children as a philanthropic team building activity. Soon, companies began partnering with them, sending corporate teams to assemble, fill, and distribute Dancorps boxes to children's hospitals.

Feedback from the companies and the receiving hospitals was phenomenal. Jim knew they were onto something. But, how would they grow the business beyond their referral network?

## Business Challenge:

Dancorps needed to actively reach out and market to the people responsible for employee development and team building at America's top companies. To better promote their new endeavor, Jim initially purchased lists from several typical list brokers, but was highly disappointed with the results.

*"We had tried three or four typical lists in the past, but they had significant email bounce rates, and were riddled with errors. Typically, only about 10% of the contacts were 'good,' but most of the list data was outdated and incorrect...What we needed was a highly targeted, accurate list to connect us with the actual decision-makers responsible for corporate training, corporate social responsibility, and meeting and event planning."*

## Solution:

After searching further for a high quality list source, Jim came upon Mentor Tech Group's market intelligence database. Upon reviewing the Mentor Tech Group website, Jim was immediately impressed with an informative interview about the origins of the MTG database.

The MTG database was uniquely hand-built from scratch as a result of frustration with other typical list sources available in the market. Today, MTG's Market Intelligence Consultants still hand-build the decision-maker database, ensuring that its content remains highly accurate and regularly updated.

This was vastly different from other list sources Jim had used in the past.

Taking the next step, Jim scheduled a conference call to view the MTG database. He wanted to determine if it contained the information he required. It was during that online demo when Jim quickly recognized several accurate, decision-maker contact names for large companies he was personally familiar with.

*“It was at that point that I KNEW this list was going to be a GREAT resource for us!”*

In working with a highly specialized business consultant at Mentor Tech Group, and learning about the MTG database segmentation by Job Code (i.e. a person’s area of responsibility), Jim requested a customized list to meet his target requirements. This included **decision-maker contacts** at America’s Fortune 1000 companies who were responsible for meeting and event planning, corporate social responsibility, and corporate training. The resulting Mentor Tech Group market intelligence data included accurate contact information such as: contact direct-dial numbers, mailing addresses, direct email addresses, areas of responsibility, and additional comments or notes whenever possible.

Armed with an email marketing strategy and MTG’s high quality list of targeted decision-maker contacts, Dancorps was ready to make new inroads into the US corporate market.

#### **Implementation:**

By implementing a well-designed marketing plan, Dancorps sent email marketing campaigns to the MTG list every month. Their email content includes photos, videos, testimonials, and stories about the success of Dancorps’ team building activities. Conveying their “feel good” story allows a soft-connect to the target audience, building trust and brand awareness.

Their email campaign open rates average 10-15% regularly. In addition, the Dancorps team calls to follow up on interested contacts – those with multiple click throughs or “forwards” - resulting in further increase in qualified pipeline leads and new business.

#### **Results-to-Date:**

Through a systematic lead nurturing approach, and regular outreach to decision-maker contacts at major US corporations, Jim and his team have landed several large corporate accounts. Results-to-date have been impressive, with incredible return-on-investment in the first year of marketing to the MTG database. Jim couldn’t be happier with results.

*“We have already netted more than \$175K in sales as a direct result of investing \$10K in a custom-built Mentor Tech Group database. Moreover, many of these clients are expecting to do repeat business with us, year after year. The MTG database has been well worth the investment!”*

Dancorps is now in direct contact with key corporate decision-makers as a result of implementing the MTG list. Jim plans to renew their contract with MTG for unlimited access to targeted decision-makers for another year.

By continuing to market regularly to Mentor Tech Group's market intelligence database, the future of Dancorps is brighter than ever, bringing smiles to thousands of people – both gift box recipients AND team building participants alike.

As Jim remarked, *"This database from MTG works. Period. It's irrefutable... In terms of our growth potential, the sky's the limit now."*

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For further information about Mentor Tech Group's database of decision-makers in Corporate, Training, and HR, please contact Mentor Tech Group at: 651-457-8600, Ext. 3.