



## Case Study

# Smith Johnson Partners\* Realizes 10x ROI in first Three Months of Marketing to the Mentor Tech Group Database

*"We have just recently purchased the Mentor Tech Group data to help grow our Executive Coaching and Leadership Development practice...Once we began our outbound email campaign, we realized a 10 fold return on investment in the first 90 days! I look forward to a continued long term relationship with Mentor Tech Group."*

David Smith, Managing Partner  
**Smith Johnson Partners\***

## Summary:

As a direct result of deploying the Mentor Tech Group database in its marketing outreach efforts, Smith Johnson Partner (SJP) achieved the following impressive results:

- Invoiced 10x times the cost of the list within the first 120 days
- Secured contracts with several new Fortune 500 clients
- Expanded marketing reach and brand awareness in a crowded industry
- Increased active pipeline leads by 30% and are actively working those toward the close of more business

## Company Profile & Business Challenges:

In business since 2010, Smith Johnson Partners\* is a US-based executive coaching firm, offering a variety of leadership development and specialized coaching services including:

- Coaching and Training for High Potential Candidates
- Executive Coaching
- Transitional Coaching support for new-to-role leaders
- Leadership Development Program design and support

Like most start-up service companies, since their inception, Smith Johnson had grown through a network of business associates and “friends-and-family” contacts. During the first few years in business, they relied heavily on referrals, which helped them develop an initial set of 40-50 clients at any given time. They developed a number of success stories and testimonials as a result of their work with highly satisfied clients, but growth challenges awaited.

As they planned out their growth goals and trajectory for the next several years, it became starkly apparent that these goals would demand much wider marketing outreach. With an in-house database of only 284 contacts at 80 companies, SJP needed to greatly expand their marketing database to support and meet their aggressive growth goals. They would have to look outside the firm for a marketing database resource that specialized in their target market. Specifically, they needed to identify a partner that could provide highly targeted, accurate contact information for decision-makers responsible for corporate training and HR.

## Solution:

Through a Google search, SJP’s Managing Partner David Smith became aware of Mentor Tech Group’s market intelligence database. As the only company **specialized in** Corporate Training and HR, MTG’s data was unlike any typical “list.”

David scheduled an online demo with an MTG rep to view the database. Because the MTG database is built by hand, being 100% human verified, its accuracy far surpassed that of any typical list company David had ever worked with.

MTG provides detailed notes and information for each contact record. Each contact in the database is there as a result of an actual phone conversation, to determine the person’s role

and responsibility within the organization. A contact must be in a position of decision-making authority or influence to be included in the MTG database.

Mentor Tech Group is completely different from any other sales and marketing information available in the market today for two primary reasons:

- 1.) They are the only company specialized in corporate training and HR
- 2.) They call each and every contact in the database, making sure they are the correct contact, and they then update that information every four months, the resulting MTG database is highly accurate and specialized.

The online database demo confirmed for David the accuracy and detailed information contained in the MTG database. With an initial purchase of 6000 contact records from Mentor Tech Group, SJP began marketing to the leads using a twice per month email marketing campaign.

As David Smith\* recalls,

*“Mentor Tech Group’s guidance on how to select the right listing for us, and how best to communicate our message was extremely helpful and valuable. These services are included with your purchase of MTG’s database, and something you will not find from any other vendors in this space.”*

SJP received their first set of MTG data in September and began email marketing to these contacts twice per month.

*“To date, we have averaged a 10% open rate, with a very low bounce/unsubscribe rate. The accuracy of the Mentor Tech Group database is quite remarkable.”*

Results in the first 90 days were a huge success. As a result of their email campaigns, prospects began calling to schedule meetings and learn more about SJP’s services. By providing value-added content and information on a consistent basis, prospects began to learn about SJP and engage with its content.

Due to this success, as SJP approached the four-month FREE MTG database update, David decided to **cast an even wider net**, expanding the database purchase from an initial 6000 contact records, to more than 18,000 records. Again, the email campaign results were stunning.

Soon after deploying their expanded database, SJP added phone-based outreach to actively follow up on each email “click through.” This extra layer of marketing support has resulted in even more qualified prospects, meetings, and resulting proposals.

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

SJP superseded its year-over-year annual growth goals as a direct result of employing the Mentor Tech group database.

According to David, *“Within the first four months of deploying the MTG database, we engaged several multi-billion dollar companies, re-engaged with some existing clients on new opportunities, and generated more than **\$500,000 in new business.**”*

*As a result of this success, we are looking to recruit and onboard new coaches to manage the increase in business.”*

SJP continues to see value in every four-month update provided by Mentor Tech Group, as they do not have the time or resources to otherwise maintain the accuracy of 18,000 contact records. MTG does all the hard work for them. And, with more than a 30 percent change rate every four months, these record updates are critical to the continued success of SJP’s sales and marketing campaigns.

*“MTG’s updates are invaluable to our business. By providing new and updated contacts every four months, MTG continues to infuse energy and success into our marketing programs. This is something we could never keep up with otherwise.”*

By combining the use of MTG’s database with consistent, value-added email marketing outreach, SJP has closed several large contracts, and their sales pipeline looks stronger than ever. SJP is now well poised to meet their revenue growth goals as a direct result of leveraging the Mentor Tech Group database.

*“Although Mentor Tech Group was the most expensive list source we considered, it was worth every penny. We covered the cost of the list in less than 2 months! Our continued partnership with Mentor Tech Group is a no-brainer.”*

For further information about Mentor Tech Group’s Corporate Training and HR market intelligence solution, or for a live database demo, please contact Mentor Tech Group at: 651-457-8600, Ext. 1.

*\*Note: Company name has been changed per client request. All facts remain unchanged.*