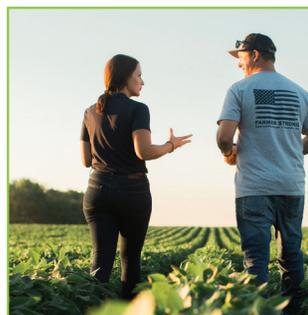


Using Data to Qualify Leads

A startup was targeting a specific group of farmers/landowners with no way to reach them. The sales funnel filled up after multimedia content increased awareness, and a robust calling and a full-funnel media activation campaign were executed.

Challenge

Client was a startup breaking into a crowded marketplace. They sought ultimately to engage in on-farm meetings with their prospects, but their ideal customers were a very specific group of farmers/landowners that they were unsure how to reach. Additionally, they had the awareness and education hurdle to overcome.



Solution

A total market solution was developed to drive their go-to-market strategy, including:

- An ideal customer profile was developed in partnership with the client and FJ data team to aid in finding the right prospect
- Video and written content was developed to increase awareness and education of the company/offering
- A robust calling campaign, as well as a full-funnel media activation campaign, worked in tandem to collect opt-ins and schedule on-farm meetings



Ideal customer profile resulted in a 50% boost in calling campaign success

Outcome

- Ideal customer profile resulted in a 50% boost in calling campaign success when compared to the basic demo/geo list
- To date, the client has reached approximately 45% of their ambitious lead goal with 60% of the calling campaign and 75% of the media campaign left to go