

CLIENT SUCCESS STORY

We focus on scaling and growing your business, that is why we have so many satisfied clients.

STRAT7+

Strat7

Management Consulting

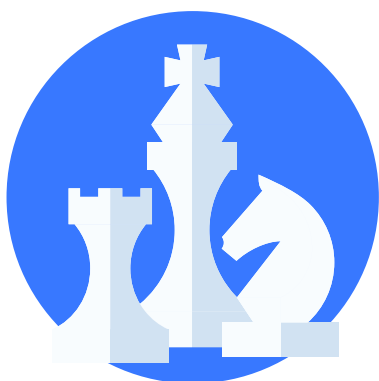
Strat7 Group is a data-driven strategy consulting firm. They specialise in data analysis, insights and practical strategy consulting. Using the 4 organisations that make up the group, Strat7 is able to strategically advise on how to target new audiences, improve product pricing plans and improve marketing spend. With clients in the UK and all around the world, Strat7 is able to apply their expertise to any sector and market.



Add Quote here



Name & Surname
Title



CHALLENGE

THE CHALLENGE

Strat7 was faced with the challenge of needing to generate enough business for every organisation within the group, concurrently throughout the year.

SOLUTION

THE SOLUTION

Based on their need, Growthonics created an email outreach process which was able to change as and when the aims and needs for the period changed.

Example: The needs of Strat7 changed; one month they may have required to target telecom providers and the following month maybe market research companies. A schedule was created to ensure all deliverables were ready in time for each change in strategy.

1. Sourcing

- Prior to the beginning of each month, a leader from Strat7 met with their Growthonics Account Manager to discuss the campaign and outline the variables that make up the new target companies. These variables included things like vertical, sub-vertical, employee count, revenue per annum, target titles and data-points required.

2. Enrichment

- The Growthonics' team enabled Strat7's research analysts to start sourcing, extracting and enriching their outreach database. They verified the companies against the criteria along with the target titles' email addresses in order to create a data set that reflected the aims set out at the beginning of each month.

3. Outreach

- The Growthonics team created a unique 4-6 email touch sequence for each new campaign. This was used to generate engagement which was ultimately used to create meetings.

4. Development

- Growthonics' Campaign Strategists picked up positive responses from the email sequence and forwarded them onto Strat7 to continue the conversation at a point of interest and book the meetings generated.

Targeting & Profiling

Data Collection

Outreach

Meetings Conversion

RESULTS

THE RESULTS



36%
OPEN RATE

Our team of specialists managed Strat7's outbound email campaigns which also gave them access to the best automation tools on the market, giving them high visibility and high levels and a 36% email open rate.



3.8%
POSITIVE ENGAGEMENT RATE

With a dedicated campaign team to manage and optimise campaign results, we helped to track and log responses in order to optimise reply rates achieving a 3.8% positive response rate.



15+
MEETINGS BOOKED

Growthonics set up a bespoke outbound campaign that resulted in more than 15 meetings booked from quality leads, email responses and high open rates.