



TAX CONSULTING FIRM

The Client is a property tax consulting firm that specializes in taxpayers of commercial, residential, industrial, and special purpose properties. The Client offers full property assessments and tax management services to customers nationwide.

CLIENT REQUIREMENTS

The Client needed to build their sales pipeline through new marketing strategies to help their consultants.

SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) was contracted to design an account-based marketing lead generation and appointment-setting campaign that utilized voice, email, chat, and social media channels. Sales enablement, training, and support were also provided, as well as tools and subscriptions to CRM software and account management. SFI's overarching goal was to book appointments for the Client's consultants while providing prospects with Statement of Qualifications and marketing collateral.

Account Research & Selection:

- SFI refined the Client's ICP, targeting specific industries, locations, and decision-makers. SFI composed a list of prospects to target, which was reviewed and approved by the Client.

Account Research & Selection:

- The Client provided buyer persona profiles of prospects for the campaign. The main targets were CFOs, CEOs, CHRs, and CIOs in specific demographic and firmographic segmentations chosen by the Client. The list was further grouped by industry.

RESULTS

The campaign successfully delivered 79 appointments, 28 marketing-qualified leads, 12 follow-ups, 16 requests for information, and 176 social media connections. As a result, the Client achieved a 20% higher conversion rate, greater lead quality, and single-source feedback on the current market pulse.