

Success Story

FUELTRAX



50% increase in demonstrations

Meet the client

FUELTRAX is a market leader in the marine industry for electronic fuel management systems. It has a growing global customer base, and a reputation for quality delivery.



Objective

FUELTRAX engaged Emberson to develop a brand and marketing strategy to keep them firmly at number one, introduce their new data offerings and continue to grow sales. This would involve keeping in touch with existing clients and developing new relationships with targeted prospects and potential employees.

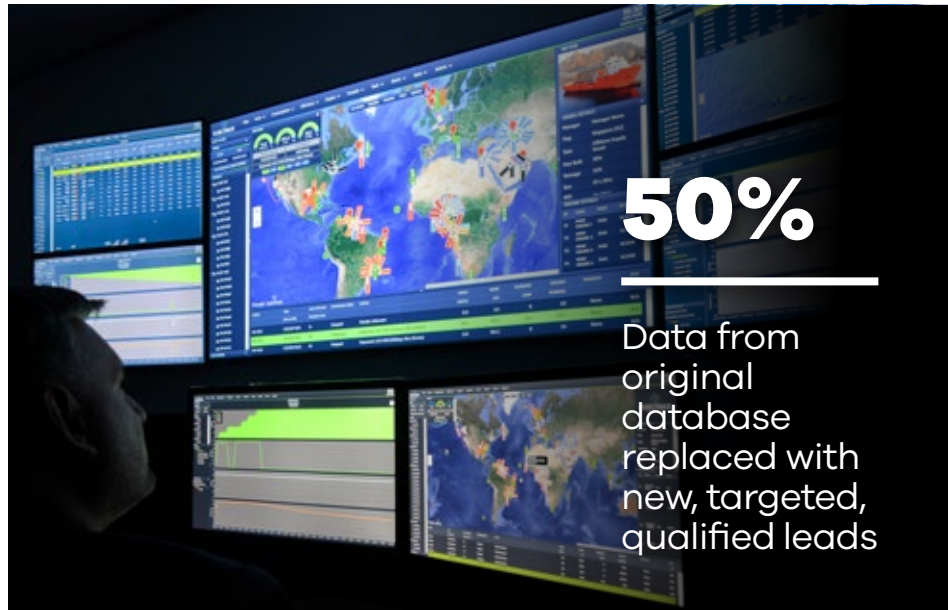


Database expanded from 1600 to over 4500 qualified leads over two years

We've received some very high level leads.

The sales team have known exactly what their prospect is engaging with, enabling them to start an elevated conversation, resulting in appointments, demonstrations and sales.

Victoria Cantu,
Director Business
Development/Marketing
Director, FUELTRAX



50%

Data from original database replaced with new, targeted, qualified leads

Solution

Our team worked closely with FUELTRAX to develop an ongoing programme of prospecting, engagement and lead qualification using a daily managed/bespoke service.

The first job for our team was to verify and clean FUELTRAX's existing database to ensure all leads remained active, qualified and GDPR-compliant. This resulted in a reduction of the data by approximately 50%.

We then worked from a detailed brief to identify and qualify new leads in very specific job roles, in some remote places of the world. We continued this work throughout the life of the project to ensure the value of the database was preserved over time.

Once we were happy with the data, targeted, strategic email campaigns were designed and sent out to this live database every month. The aim was to drive prospective customers through to the FUELTRAX website and build brand recognition.

Using several analytical tools and human intuition and experience, we identified valuable new leads to FUELTRAX's sales team. This enabled them to **quickly use key intelligence to elevate their conversations with engaged prospects and book demonstrations.**

To close the circle, our specialist team carried out campaign data analysis for continual improvement, consistent cleaning and lead research to optimise and build the database ready for the next campaign cycle.

1000

Approximately 1000 most engaged individuals passed to sales

↑50%

50% increase in demonstrations booked in first twelve months