



# Callbox Plants New Leads for One of North America's Largest Greenhouse To Grow

## THE CLIENT



**INDUSTRY**  
Agriculture



**LOCATION**  
USA



**HEADQUARTERS**  
Co, USA

### ABOUT

The Client started as a family agricultural business which later grew to be the nation's leading purveyor of plants, producing annual and perennial seedlings and liners for greenhouses across North America.



**CAMPAIGN TYPE**  
Lead Generation & Appointment Setting



**TARGET INDUSTRY**  
Agriculture, Forestry, Fishing

### TARGET LOCATIONS

CO,TN, KY, OR, AR, OK, NM, KS, NV, IL, CA, AR,MT, WI, MN, MI, WA,IN

### TARGET DECISION MAKERS

Farm Owners/Licensed Hemp Farmers

## THE CHALLENGE

The Client is composed of an extraordinary team, committed to career growth, continuous learning and valuing each individual. This set of virtues has kept the business thriving for fifty years, and become one of the biggest greenhouses in North America. However, the quest for growth continued which brought the Client to decide to explore more customer acquisition opportunities, looking into new tactics in and outside their turf.

## HIGHLIGHTS

- Successfully completed an ABM Lead Generation and Appointment Setting campaign for one of the biggest greenhouses in the US.
- Worked out outbound campaign activities that opened new customer acquisition tactics for the Client
- Achieved key objectives in terms of best-fit accounts and highly-qualified prospects delivered

## RESULTS WITHIN SIX MONTHS



161 Sales Appointments



43 Marketing-Qualified Leads



17 Requested for Info



47 For Callback



53 Potential Leads



84 Social Media Connections

## THE CALLBOX SOLUTION

Callbox designed an Account-Based Marketing Lead Generation and Appointment Setting campaign package which consisted of:

- Account-Based Multi-Channel Lead Management which utilized Voice, Email, Chat, Social Media and Mobile channels
- Sales Enablement & Support that was composed of an end-to-end service coverage from Training, Setup and Back Office Sales Support
- Tools & Subscriptions to Callbox Pipeline and HubSpot CRMs
- Account Management which includes Strategy Building, Reporting and Product Knowledge

### Campaign Objectives

The goal was for the Callbox team to set appointments for the Client's enterprise's sales representatives and potential prospects.

Below is the two-step campaign process:



#### Account Research and Selection

1. The Client specified their target industries, location and decision makers.
2. Callbox refined the Client's ideal customer profile (ICP) which served as a basis for identifying qualified accounts.
3. Callbox came up with a list of potential contacts to target which was reviewed and approved by the Client.



#### Account and Prospect Profiling

1. The Client provided buyer persona profiles of the prospects that they want the outbound campaign to target. The profiles consisted of detailed demographic and firmographic segmentations.
2. Identified as the campaign's primary targets: Farm Owners/Licensed Hemp Farmers
3. The master contact list was segmented based on these personas, and was further grouped according to industry type.

## RESULTS

Overall, the 3-month Account-Based Marketing Lead Generation and Appointment Setting campaign delivered 161 Sales Appointments, 43 Marketing Qualified Leads, 84 Social Media Connections, 17 Requested for More Information, 47 For Callback, 53 Potential Leads.

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