



intelmarketing

Business By Appointment



Case Study –Sports and Leisure

Intelmarketing assisted a leading football club in generating new sales of corporate hospitality and advertising packages.

“We undertook a major telemarketing campaign in July 2008, following a 3 way pitch process. We found Intelmarketing to be a highly motivated and professional team throughout the project, who delivered some very tangible results in a short period of time. This on the back of a very tough economic climate. I’m sure we will use them again and would not hesitate to recommend them.”

Commercial Director
Leading Football Club

Intelmarketing

As a professional business to business telemarketing company, collaborating closely with businesses to provide an open and honest service, Intelmarketing consistently produce exceptional results. For 25 years Intelmarketing has been helping businesses from a multitude of sectors to grow and develop.

The Client

A leading football club in the Thames Valley area, with a loyal following and a rapidly expanding fan base.

Prior to commencing the 2008/2009 season, the Football Club was looking to maximise sales of corporate hospitality and advertising packages for their 24,000 seat stadium. Appreciating Telemarketing is a fast effective method of communicating with a large audience, Intelmarketing were selected to execute a lead-generation campaign.

Intelmarketing Solution

A thorough consultation process provided a deep understanding of the Club’s needs and propositions. Intelmarketing was able to identify three key target markets. Over a six week period, Intelmarketing’s expert team contacted over 18,000 potential clients in attempt to generate qualified sales leads.

Results

Following an intensive campaign, Intelmarketing was able to generate 177 leads, with an excellent decision maker conversion rate of 15%. To date this has resulted in £38,000 of business.

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