

# INSIDESALES USES TMA<sup>®</sup> TO OPEN DOORS

## Summary

InsideSales.com launched an ABM campaign targeting CROs and CEOs of Fortune 500 companies. They wanted to secure meetings with these high profile account contacts and used Tactile Marketing Automation<sup>®</sup> (TMA<sup>®</sup>) to drive 2x Pipeline in just 6 weeks.

## RESULTS

- **15x ROI**
- **2x Pipeline**
- **Landed meetings with hard-to-reach CEOs and CROs**

## The Challenge

TJ Nokleby, Manager of Demand Generation for InsideSales.com, knew that their target personas would be incredibly hard to connect with. CEOs face extreme inbox overload, relentless schedules and immense pressure. Nokleby and team decided to use an Account Based Marketing approach catering both message and medium to target personas.

They planned to use high impact tactile pieces to blast through crowded inboxes, they needed a solution that was easy to use, quickly implemented, and fully integrated into their existing marketing tech. They landed on Tactile Marketing Automation (TMA) by PFL after meeting at a tradeshow.

## The Solution

Nokleby worked closely with the sales team to select the best accounts and the best leads within those accounts. After determining their target personas, they started to create personalized and relevant messages for the various personas so they could start building out their first campaign.



“In 6 weeks we created as much pipeline as sales or revenue of the whole previous year!”

— T.J Nokleby



The team carefully crafted messaging around the idea of the CRO/CEO being the “quarterback of the organization” and tied in language around “Don’t be blindsided” with imagery of a quarterback with a blindfold on.

They sent full sized footballs, many of which were signed by Steve Young to CEOs with a personalized note about not being blindsided. They followed that up with an email from the CEO or CRO of InsideSales.com (depending on the title of the contact they were sending to), nurture emails, web/social ads and phone calls. The follow-up email was triggered from within Marketo, but also came from InsideSales.com’s CEO or CRO, so it was personal and timely.

InsideSales.com didn’t hedge all of their bets on reaching high profile contacts, so they also sent a different package to sales ops contacts in the



target account. This package contained many small footballs and some collateral. Sales ops contacts shared the footballs around, spreading buzz and awareness across the entire organization. The physical send coordinated with emails, web ads and phone calls. Sales and marketing were tightly aligned throughout all of this to ensure a very cohesive experience.

## The Results

The results InsideSales.com saw from their ABM approach blew all of their previous results out of the water. Email engagement spiked following the football sends - rising to 50%. But the real results were on the bottom line: in six weeks, they created as much pipeline as they did sales or revenue in the whole previous year!

They also saw 15x ROI, proving that spending a little more time and money to create a thought-out, multi-channel approach was worth it (and then some). Many of the Fortune 500 CEOs they secured a meeting with commented on the football send and how excited they were to get it. One even walked into the meeting holding the football and said, “You have my attention, let’s talk.”

## About InsideSales

InsideSales.com offers the sales industry’s first comprehensive sales acceleration platform that creates high-performance sales teams with breakthrough technology.

## About PFL

PFL is a marketing technology company that provides sales enablement and marketing automation solutions, as well as printing, mailing, and fulfillment services. Tactile Marketing Automation® (TMA®) complements your digital marketing with tangible mail that engages prospects and customers. Send anything you can imagine, from postcards and brochures to complex kits with large dimensional components, by integrating TMA directly with your marketing automation platform.