



Case Study - Marketing Agency

Who is “Marketing Agency”?

“Marketing Agency” got its start moderating content back in the early 2000s. With the consistent growth of social media, businesses were in need of strong resources to manage, moderate, and monitor their presence across different channels. This was not only for greater visibility among their client base, but also for protection against potential threats to their brands’ reputations. That was where Marketing Agency found its niche.

Offering a global team of multi-lingual social customer service specialists, “Marketing Agency” continues to pride itself on offering “human moderation and engagement.”

What Attracted “Marketing Agency” to the Prospecto Solution?

They had tried other programs that offered “lead generation,” and found that they often fell short on delivering successful conversations.

The agency’s Director of Marketing & Communications, Nicole, says it was time to “shake things up a little” with regard to meeting their target goals. Rally’s approach was that different perspective. The idea of educating cold prospects and warming them up to conversations, rather than hopping straight on the phone, was a methodology that “Marketing Agency” came to see the value of through their results in Prospecto.

How Has Prospecto Impacted “Marketing Agency’s” Business?

The quality of the conversations has been a great improvement, according to Nicole. Leah, a New Business Coordinator, mirrored Nicole’s impressions. Not only have they been able to meet their conversation goals, they have been able to surpass them, Nicole says – instead of 5 a week, they often receive 10 prospects who are ready to talk.

Leah and Nicole agree that these results, and the data they came from, can be attributed to their Rally Account Manager, Jennilyn. “I can’t say enough about Jennilyn,” Nicole added, citing her guidance as invaluable. Leah mentioned Jennilyn’s skill at fine-tuning their target markets based on company size and budget, and reaching the right people to engage.

In some respects, it was also a test of faith, as Leah mentioned her initial apprehension to turn over control to email marketing and Business Development work on her behalf. But the teamwork at Rally, the guidance from Jennilyn, and the user-friendly dashboard of the Prospecto platform were all sources of reassurance.

* This company requested to remain anonymous.