



Marketing Company Produces More Leads, Faster

Unique lead generation offering yields huge benefits for SMI's clients

Who Is Strategic Marketing International?

Founded in 2004, Strategic Marketing International (SMI) uses proven marketing methodology to create successful sales and marketing initiatives for manufacturers.

"We do not try to be a jack of all trades; we work with experts in all areas of manufacturing," says Matt West, SMI President.

The full-service company adapts its marketing approach to changing markets, competition, and customer preferences.

"We have six steps to business development, including setting up marketing tools, lead generation, and obtaining metrics with results," West explains. "At the end of three months, a company has a business development plan they can use and that's sustainable."

For example, SMI recently helped a small woods product company with its SMI Marketing Training Program. The result was an increase in the company's peak season sales by over 10%.

What Attracted SMI to the Prospecto® Solution?

What brought SMI to Rally Prospecting's Prospecto® was "lead scoring and the ability to email to niche markets," West says.

"It's helped to produce many new leads that have resulted in sales for clients," West says. "The ability to score the leads and collect email addresses is very advantageous."

For SMI, Rally's services are a value-added service the company can offer its customers. "After we go in and do a manufacturer's messaging, developing their sales tool and website, we do a lead generation campaign, and Rally is one of the tools we use in that campaign."

How Has Prospecto® Impacted SMI's Business?

SMI works with manufacturers who need full-service marketing, sales, and training programs. One of SMI's services is lead generation, and in recent years, SMI has found that lead generating emails that can be tracked and scored work very well, West says.

"We train manufacturers' sales forces to follow up on those leads," West says. "We take Rally's data, put it in our customer relationship management (CRM) software, in the CRM system and train the sales force on how to follow-up on those leads."

Prospecto® gives SMI's clients a faster way to reach more potential clients, he notes.

"Emails can be interactive; we can send someone to a website and show them a video," West says.

Email lead generation with metrics and measurable impact is a great method for finding new customers, he adds. "Spam filters are more advanced and block a lot of emails now, but Rally does well at getting past them."

Another benefit? "Rally Prospecting's customer service is great. They're responsive, on time, and on budget," West adds.