

Building relevant prospect list for a leading strategy consulting firm



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### Business Challenges

The client needed to engage with manufacturing firms of a particular size and was looking to connect with HR/Training managers in these companies. They wanted help in building targeted and relevant lists so that they can start targeting the list with relevant campaigns about their training offerings.

### Solution

- Our goal was to drive clients' sales in some way, so we first searched to get HR and training managers as part of our audience.
- Based on the demographic definition, we did secondary research in specified regions and identified companies that fit the criteria
- For companies that were found suitable, we did further research and found contact information including phone, email address so that a reach out can be initiated

### Benefits

- Increased the relevant prospect list by 5 times in a limited time span of 2 months
- Relevant contact information helped plan calling/email campaigns into the prospect base to achieve their lead generation objectives

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With better segmented and relevant lists, our reach out campaigns were far more effective and we were able to fill delegate seats for our strategy training programs more predictably.

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Vice President,  
at leading strategy consulting firm

### Contact Us

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### About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels. We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.

