LANS RAMP UP YEAR END SALES ACTIVITY TO SMASH THE NUMBERS WITH BABELQUEST'S FRICTIONLESS SELLING STRATEGY

CASE STUDY

How one enterprise-level business maximised the value it was getting from HubSpot to improve its inbound marketing results, generate more qualified leads, and position itself as a true market leader

THE CHALLENGE

Eight weeks ahead of the year-end, Sales Director Steve Thompson wanted to launch a campaign to close as much additional business as possible and smash their gross profit targets.

THE PROCESS

300 target accounts shared between the sales team for re-engagement Inbound approach including content creation, a customer narrative, and a clear process for ramping up the team.

Upgraded technology including Sales Hub Professional and Vidyard '100 Video Challenge'
set to help each
salesperson become
comfortable with
video outreach

Achieved 45x ROI on campaign spend

FEEDBACK

"The two biggest things for me both kicked in at the end of week 2 of the campaign. First, the Task Queue function was like putting me on steroids - it was so much easier to smash the activity targets. Second, when you speak to someone for the first time after they've watched your video, they act like they already know you. That's a total game-changer."

Scott Daly, Business Development Manager, LAN3

ACTIONS

TOOLS

RESULTS

300

TARGET ACCOUNTS 100

VIDEO CHALLENGE



MARKETING HUB PROFESSIONAL



SALES
HUB
PROFESSIONAL



45X ROI ON CAMPAIGN SP<u>END</u>



55 OPPOURTUNITIES GENERATEDIN 6 WEEKS



37
OPPORTUNITIES
WON IN 6
WEEKS



WEEK
INBOUND-LED
SALES
CAMPAIGN