



Bates InfoTech delivers outstanding service and reliability to its customers nationwide. Focusing on the NHS the company employs the people, technology and process to supply best of breed solutions that improve efficiency and reduce costs.

How Marketing Panacea delivered an integrated Content, Social Media and SEO solution to dramatically increase Lead Generation and Sales.

# Lead Generation and Business Development

## Bates InfoTech Case Study

**The mission** of Marketing Panacea is to help Business Owners and Managers achieve their business goals; from increasing revenue and profitability through to improving communication and engagement with your prospects, customers and partners.

**The customer focus** at Marketing Panacea ensures our commitment to providing service and support that is second to none. Over 80% of our new business comes from referrals

**The team** at Marketing Panacea consists of consummate professionals with the track record, as well as the vision, passion, drive and determination to deliver and support best of breed Marketing and Business Development solutions. Sales Acceleration solutions that automate processes, save you time, reduce your costs and above all help you win more business.

### Our Clients

PFU Fujitsu  
Bates InfoTech  
Cognite Ltd  
Top Image Systems  
The Sterling Data Group

*“Marketing Panacea exceed our expectations on every count. Most importantly by implementing solutions that more than doubled the leads we were generating”*

*CF - Sales Director, Bates InfoTech*

### The Challenge

The challenge faced by the Bates InfoTech centred around the quantity of leads generated by the company website.

### The Issues

The company was relatively inexperienced in On-Line marketing and Lead Generation techniques.

### The Solution

Marketing Panacea optimised the website for high-value keywords and used paid search to generate additional leads. Developed a social media strategy that would create strong relationships with hard to find prospects and turn them into leads.

This multi pronged approach included; Starting a social blog, scanning social media for relevant conversations to follow, using Twitter to share info and conduct informal polls, Creating a LinkedIn company profile and group focused on the industry rather than the company. Developed a news letter

and undertook email marketing campaigns to their existing customers and prospects from a newly sourced database.

We also integrated a CRM system to automatically input all Web leads to be followed up.

Last but not least developed a system to measure results, review the strategy and implement changes where necessary.

### The Benefits to the Client

The campaign undertaken by Marketing Panacea delivered the following results:

- Open rate increase from 12 to 21%
- CTR increase from 2.1 to 11.5 %
- Cost per lead decreased by 25%
- Sales increased by 23%

### Marketing Panacea Solutions

Marketing Panacea deliver the following Sales Acceleration, Marketing and Business Development Solutions:

- ◆ Lead Generation / Qualification
- ◆ Appointment Setting
- ◆ Marketing Automation
- ◆ Virtual Marketing Manager
- ◆ Event Management
- ◆ Video Marketing

## Marketing Panacea

"for increased revenue generation and brand positioning"

Business Development and Marketing Solutions that increase your Revenue and Profitability

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