



## Chaolong

Professional IT vendor calls for high level lead qualification

### ABOUT CHAOLONG

Acting as a gold partner of HP service provider, Beijing Chaolong provides full HP service products. The company aims to help its customers achieve added business value and competitiveness through information technology, to create higher value for end-users.

Chaolong engaged HP marketing consultant service and was able to fully leverage HP marketing campaigns and assets. After first round EDM campaign launched, Chaolong was able to receive 2 sales leads with a value of \$20K right after the campaign.

*“Chaolong is the golden HP service provider. We came to know HP is providing a prefunded marketing service opportunity to its partner, and Chaolong is lucky to be contacted. The marketing activity is managed by a HP professional marketing consultant, we are very satisfied not only with the campaign results but also the professional marketing consultant service. We are looking forward to securing another campaign in December.”*

#### Haihong Zhang

Sales Manager, Chaolong

### WHY WE CHOSE EMAIL MARKETING

Email marketing is a low cost marketing approach compared to mainstream marketing channels. Email marketing is one of the only channels that consumers asked to receive. Chaolong selected to run an email marketing campaign to a group of targeted prospects for HP products and services because it is very cost effective and easy to track prospect behavior. With the tempting call-to-action and a link straight to the checkout, email can drive sales like no other channel.

### SIX ATTRIBUTES OF OUR ENGAGING EMAIL

- Low cost
- Always relevant
- Coordinated across channels
- Trusted
- Conversational
- Strategic

### AT A GLANCE

#### Chaolong Stats

**Website:** [www.clongcom.com](http://www.clongcom.com)

**Headquarters:** Beijing, China

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#### Goals

- Identifying potential customers
- Increase brand awareness

#### Approach

- Identified a list of target companies
- Develop a co-branded microsite and a HTML based on the campaign theme
- Chaolong Sales force followed up on email response and identified potential customers based on some need-based assessment questions

#### Results

- Identify potential customers
- Sales Cycle reduced
- Brand Awareness increased

