



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

Headquarters: Beijing, China

Contact: +86-10 62309620 / 13910193220

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

GETTING STARTED

Buyers today are more empowered. Information is overwhelmingly available, and buyers are using that easy access to tune out unwanted marketing messages while simultaneously seizing control of their buying process. In this environment, old-fashioned “batch and blast” email will serve only to alienate buyers. With short attention spans and intelligent buying and browsing habits, digitally-savvy consumers want personalized, relevant communications. ZINFI was determined to prove their service was different and unique to the market. Chaolong has been working with ZINFI side by side on campaigns over the last 45 days and followed through lead qualification generated by ZINFI.

MOVING FORWARD

ZINFI launched the campaign with a laser focus contacts of 82 contacts, and a series of eDMs were sent to all of them. Chaolong identified an opportunity pipeline of \$20K in 4 weeks.

ABOUT ZINFI

ZINFI is a leading provider of end to end global Channel Marketing solutions which help IT vendors and their channel partners achieve profitable growth rapidly by automating marketing and sales processes globally. With over 10 years of experience in IT channel marketing, ZINFI's services and methodologies have been designed in a way to add maximum value to our client's marketing and sales strategies.

The experience ZINFI has gathered has allowed us to develop a unique proposition within the area of technology marketing. By realizing the need to combine a number of proven techniques to influence all points of access to our client's target audience, ZINFI is actively engaged in developing the relationships between our clients and their prospective markets, improving the quality of new business sales opportunities and increasing sales pipeline.

What Makes Us Your Trusted Lead Generation Partner

- **Experience with leading brands** – We have the industry experience and insight
- **Strength in delivering world-class multichannel solutions** – We understand the vision
- **Ability to fully integrate solutions** – We build what our clients need to reach their goals
- **Results with a quantifiable track record** – We do what it takes to be successful every day

CONTACT US

AMERICAS

sales.noram@zinfitech.com

6200 Stoneridge Mall Road,
Suite 300 Pleasanton, CA
94588
United States of America

EUROPE, MIDDLE EAST AND AFRICA

sales.emea@zinfitech.com

Davidson House
Forbury Square, Reading
RG1 3EU, United Kingdom

ASIA PACIFIC

sales.ap@zinfitech.com

3 Temasek Avenue
#21-00 Centennial Tower
Singapore 039190