

Campaign to target educational institutions

Customer

Specialized in modular system construction; flexible, sustainable housing solutions.



Objective

Gather information about specific educational institutions and business details of decision makers for use in a marketing and sales campaign.

Specific Questions

What is the vision and strategy of educational institutions regarding the environment and sustainable construction?

Which schools will grow or shrink in the coming years, and by how much?

What does the DMU of the umbrella educational foundations look like?

Who are the individuals responsible for education within the municipalities?

Result

Targeted marketing and sales campaign aimed at specific contacts.

Outcome: 5 new customers acquired, with a total order intake of €50,000 within 6 months.

Customer feedback

Dennis Bol, Marketing Manager:

“The information provided by Charles enabled us to run a successful campaign. The return on investment was excellent. Definitely worth repeating!”

