



# case study

## problem

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Kaseya provide IT automation software tools. Often these are an alternative to hiring a larger IT team within an enterprise business.

The difficult part for Kaseya is establishing sales relationships with CIO's. These are busy and reluctant to have a conversation with representatives of brand that (until now) they haven't heard of.

They are also typically busy with HR. IT skills are in shortage and there is a priority placed on retaining and hiring quality, high-skilled IT professionals to support the organisation.

## solution

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To respond we designed a fictitious character and mailed CV's outlining how "Kev" can make a difference.

This campaign was used as an initial mail / telemarketing campaign as well as an ongoing email / mail / telemarketing campaign to respond to advertised positions seeking IT professionals (trigger).



## result

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The initial contact generated more than 600 pipeline leads for the Kaseya sales team. This represents a response rate of 27% against the initial list targeted.

Results to the ongoing activity have improved further and the current response rate exceeds 32%.

The campaign has been extended into international markets where it found similar success.