

ITwebwinkel invests in long-term customer relations

This time, we spoke to Dave van Duijvenbode, Commercial Manager at ITwebwinkel, who explained to us how his company's marketing and sales strategy works. "ITwebwinkel is a reseller of computer hardware and software. At our website, customers can ask for a quote or place an order, etc, so it's important that we generate brand familiarity to attract visitors to the site. An essential part of our marketing strategy is a monthly mail campaign sent to at least 12,000 respondents. In actual fact, it is used to support our sales' telemarketing strategy. After all, with a direct email campaign you can generate your brand familiarity among the people who make the policy decisions within companies. It's a crucial principle in our strategy. Our account managers address potential customers directly using cold calling."

ITwebwinkel is a newcomer, established five years ago; it is an e-commerce company for the business market that distinguishes between three different segments: small businesses, middle-sized businesses and large companies. Its range contains products and solutions by some 200 manufacturers, including well-known brands such as Hewlett Packard, IBM and Microsoft. The company has positioned itself in the market between the automation companies and the e-resellers, concentrating on offering the best possible service to their customers.

"The account managers are central to our strategy; our highly skilled sales team not only assist the customers when ordering, but also offers support and advice on suitable configurations and automation projects. In theory, all account managers form an individual 'sales department.' Each customer has his or her own account manager and because we have given them far-reaching powers, they can make decisions quickly – without having to get a sales manager involved – and the customer will know almost immediately what he or she can expect. Computer Profile's database provides ITwebwinkel with extremely valuable company information. The businesses included in the database are divided into segments and assigned to the individual account managers. The account managers also always follow up all the leads that result from the email campaigns, etc., and immediately start work on building up a personal relationship. The advantage of using Computer Profile is that we can now do project-based work. Recently, we set up a joint marketing campaign with HP. We used the database to make a careful selection before starting, so that our e-mails reached the right people (the ones with the authority to make decisions!) directly. And that's why companies with a standardised DELL infrastructure won't receive HP-oriented e-mails – or on the contrary, precisely those companies are targeted with HP-oriented e-mails. E-mail campaigns like these have produced a large rise in the number of visitors to our website within a short period of time."

"Since we started using Computer Profile's database at the beginning of this year, the number of inbound calls has risen drastically. It's very likely that we'll be extending this collaboration in the future. At the moment we're generating information from the database for the email campaigns once a month, but that may change to two or three times a month very soon. We've noticed that the brand familiarity of our website is growing and that our account managers' telemarketing campaigns are running smoothly. Customers feel the need for personal contact and our account

managers can get in touch with them extremely efficiently, and then supervise them throughout the whole process: from the quote to the automation.”