

Tyneso realises substantial ROI on lead generation

Sales and marketing activities are not limited to large enterprises. At the young company Tyneso (founded in June 2005), lead generation forms a vital part of its business operation. Based in Strombeek-Bever in Belgium, Tyneso acts as an IT partner for companies, particularly small and medium-sized companies without their own IT departments. Among other things, the company offers consultancy and handles the eventual implementation of projects. For this purpose, Tyneso works with three specific vendors, namely HP, Cisco and Sony. The major advantage that this approach brings to customers is that Tyneso's specialists have received special training for the implementation of these products. This also allows Tyneso to distinguish itself from its competitors. Tyneso's primary objective is to create a solid customer basis. To this end, the IT service provider uses three different lead generation methods, as explained by Steven Tytgat, the General Manager of Tyneso.

"On the one hand, we track running projects in the Computer Profile database. This database shows us which prospective clients are engaged in projects we might be able to support. This often provides good entry points for us. Computer Profile has also performed segmentation for us. This allows us to focus on companies with twenty to a hundred workplaces that fall directly into our target group. We use this section of the database for our lead generation campaigns. Among other things, our salespeople can leverage our know-how of specific markets. When we notice, say, that various barrister firms have an interest in telecommuting, this offers us a clear angle of approach to similar companies."

Tyneso publishes a digital newsletter six times a year. Each newsletter focuses on two aspects of the company's service provision. For the compilation of the newsletter, the company looks at current market trends. In an informative introduction, research data and developments in specific markets are discussed. In this way, Tyneso is able to portray itself as a specialist company to its current and prospective customers. Based on the number of clicks from the newsletter, the company is able to verify which parties are interested in such information. These organisations are subsequently approached by Tyneso's sales team.

"Thus far, the Computer Profile database has proved a crucial tool for our lead generation initiatives. We are living proof of the fact that the use of a third-party database can also be profitable for smaller companies. Our first mailing based on Computer Profile data has already resulted in two customer wins. This means we have amply achieved our ROI."

Tyneso plans to expand its activities by publishing a print mailing campaign once or twice a year. In collaboration with the Chamber of Commerce, the company also organises a large party at the castle where it is based. "This attracts a lot of people — both current and prospective customers. The result is scores of contacts, something that is of vital importance to every young company."