



## Negative Case Study: **Loop Demand Gen Doesn't Deliver on Virtuon Project** (but pulls it out in the end)

### challenge

Virtuon is a Scottsdale, Arizona-based company that specializes in virtualization, business continuity, and cloud computing. The company's infrastructure solutions include consultation, data center services and hardware and software products supported by a team of expert certified engineers. The company deploys a virtualized or private cloud infrastructure complete to the desktop, enabling scalability, flexibility and agility for any business.

Virtuon was looking to attract information technology (IT) professionals in the healthcare industry to a 'Lunch and Learn' seminar on the topic of cloud computing. This workshop was being held in Scottsdale to educate IT professionals on new technologies that are now available to help healthcare professionals gain instant access to electronic medical records (EMR). Because recent laws have been enacted requiring EMR to be mandatory by 2014, this is a hot topic that highly interests many IT professionals.

### solution



Virtuon asked Loop Demand Gen to implement a telephone-based event recruitment campaign to register attendees for the event. Loop developed a compelling discussion guide for the event, trained multiple agents and implemented a call blitz to register IT professionals working in the healthcare field for the Lunch and Learn.

Loop was able to make contact with many of the IT professionals on the list that was provided by Virtuon and register them using an online registration system.

### results

Despite Loop Demand Gen's best efforts, not many people attended the event. Although Loop registered 22 attendees for the event by phone, only four showed up for the Lunch and Learn. Specific campaign activities include:

- **569 contacts on prospect list**
- **22 decision-makers registered to attend (4% of the prospect list)**
- **4 prospects attended the 'Lunch and Learn' (18% of registered attendees)**

Although the results looked grim, Loop sprang into action. After speaking with Virtuon about the results of the campaign, Loop reached out to all of the IT professionals who registered, but didn't attend the event. What they found was that many of the people didn't attend because it was a rainy day, but they were still very interested in getting more information about Virtuon's solutions. Therefore, Loop immediately converted the campaign from an event recruitment campaign to an appointment-setting campaign and achieved the following results:

- **5 face-to-face appointments set (22% of the original registered attendees)**
- **Raised awareness about Virtuon among all prospects through direct contacts and voicemails**
- **Cleansed and appended the database**

### Project Profile

**Contact List:** 569 IT professionals in the Phoenix metro area

**Industry:** Healthcare

**Product:** Virtuon's virtualization products and services

**Project Type:** Telephone-based event recruitment turned appointment setting

**Results:** 22 registered attendees. 5 face-to-face appointments

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