



case study:

*multi-touch demand gen campaign*

## Hemisphere GPS Dealer Recruitment Program

### challenge

Hemisphere GPS is a global manufacturer of innovative machine guidance GPS solutions for the agriculture, mining and construction industries. The company recently launched its new Earthworks GPS guidance system for excavators into the construction industry and was looking to attract dealers to carry the product.

The Hemisphere GPS Earthworks excavator guidance system allows equipment operators to receive instant visual feedback on the grade position of the bucket, reducing or eliminating the need for survey staking and manual grade-checking. Using GPS provides significant gains in productivity, job quality, workflow and profitability.

Hemisphere GPS identified a target audience of prospective dealer companies, but had incomplete contact details. To gather complete contact information (name, title, address) and attract potential dealers, Hemisphere GPS required a multi-touch demand gen approach.

### solution

Hemisphere GPS mailed a packet of Earthworks materials, then tapped Loop Demand Gen to conduct a multi-touch telephone-based follow-up campaign to reach prospective dealers.

The packets were mailed to 204 prospective dealers in the U.S. and Canada. These packets included an Earthworks brochure, personalized letter from a Hemisphere GPS sales rep and a 2GB USB thumb drive, which included a product demonstration video and supporting sales materials.



Because contact names were not available at each prospect company, packets were sent to the 'General Manager.' This required Loop Demand Gen telephone agents to find the decision-maker in each company.

Loop agents developed a compelling interactive discussion guide for the telephone prospecting program, focusing on the substantial benefits of becoming an Earthworks dealer.

**Loop then called down on the list to:**

- 1) Follow up on the packets
- 2) Determine who the decision-maker was at each company
- 3) Reinforce the benefits of becoming a dealer
- 4) Set telephone appointments between prospects and Hemisphere GPS sales reps

Upon campaign completion Loop provided detailed reporting to Hemisphere GPS.

results

The results of this campaign were even better than expected. In addition to directly contacting more than 50% of the list, Loop Demand Gen's telephone agents set 28 telephone appointments between potential dealers and Hemisphere GPS sales reps. Specific campaign deliverables include:

- **28 telephone appointments set (13.72% of the prospect list)**
- **Determined decision-maker at 120 companies (58.82% of the prospect list)**
- **All companies increased awareness of Hemisphere GPS through direct contacts and voicemails**
- **Cleansed and appended the database**



Overall, Loop Demand Gen was able to raise awareness among potential dealers for Hemisphere GPS and attract new dealers for the company's Earthworks excavator machine guidance product.

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