



## Case Study

**THE CLIENT**

### *Bull Information Systems*

**THE PROJECT**

### Product communication and sales tools portal.



Architect of an Open World



**THE CHALLENGE**

Bull had recognised the need for its sales force to establish and maintain regular contact with current and potential customers. They also needed a method of rapidly deploying information on new products and services to the same target group.



**THE THINKING**

The ideal solution was to give Bull's salesforce a powerful electronic marketing toolset that would promote the deployment of electronic sales material and product information as a bulk mailer. Importantly, it should be made available for a more targeted 'sniper' deployment on a bespoke basis by individual sales personnel as, and when, they needed to.



**THE SOLUTION**

Hartley-Stone was engaged by the head of marketing to develop a suitable solution which resulted in the design and build of a portal/mini site to hold a series of electronic marketing tools, or eCards, which the sales force could access and deploy as individual eCards or send as a bulk email with a tracking facility.

The portal was designed around the existing Bull branding, and featured a series of messages consistent with those that were being distributed via the eCards themselves. Each of the 16 sales staff had access to a 'library' of eCards with these different messages that they could deploy at will, either following or preceding personal contact by that sales person, or in response to a lead. These eCards were individually tailored to ensure replies were vectored straight to the person who sent the card, copying in management where appropriate.



**THE RESULT**

The sales team now has a series of electronic marketing tools that they can deploy to specific targets or send as bulk mailer at will. Sales conversations with potential prospects have a natural 'next action', follow-up that can be tailored by the individual to reflect the subject of the call without relying on hard copy or postage. Each contact has a quick, easy response mechanism that takes the recipient to the main Bull site, the promotional portal or an email response.

Take a look at this & other examples of our work, please visit our website

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