

The Company

digital | field solutions

UK-based tech company focused on mobile & software solutions.

Having been in business for over a decade, they developed Formworks, an award-winning mobile data capture platform for businesses with large field teams, such as sales consultants or engineers.

£20 000

First Sale Value within 8 Weeks of Campaign Starting

71%

Conversion Rate of Sales Opportunities to Webex Conference Demos



Tim Howard
Founder & Managing Director

The Situation

Tim Howard, Digital Field Solutions' co-founder, wanted to target mainly heads of field teams within construction companies as a key method of increasing FormWorks' reach into the market. Having plenty of experience in the tech space, Locus Intelligence seemed like a natural choice to help Digital Field Solutions craft the right kind of message to the most senior decision maker.

The Method

During set up, it was determined that **a bespoke, person-based approach would be the best way to solicit qualified interest from prospects.** Accordingly, Locus Intelligence worked to isolate each business persona to tailor a unique messaging and follow up strategy.

Using a variety of research platforms such as **Hubspot, Sidekick for Business** and **LinkedIn**, a target list of prospects were contacted individually. Locus Intelligence also recruited and trained up a **dedicated business development resource** to follow up over the phone once messaging had begun. The process was running smoothly within days of completing setup, allowing a stream of qualified meetings to be booked into Tim's calendar.

The Results

Within the first 8 weeks following setup, Locus Intelligence consistently matched over 100 custom messages sent with around 75 outbound calls made per day.

Bounce rates were at an ultra-low rate due to forensic contact research through the persona-based approach. By the end of the second month, Digital Field Solutions had had **5 Webex conferences** from **12 sales-ready opportunities** generated by their dedicated business development resource. From these, one converted into a **sale worth £20 000** over one year for a 61-user implementation.

This yielded an **ROI of 3x within the opening weeks.**



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