

Jamcracker: Selling A New Concept into IT

The Challenge:

As a pioneer of web-based applications and services, Jamcracker was far ahead of its market. Only early-technology adopters of ASP aggregation were candidates for the Jamcracker solution. The US market was just beginning to learn about subscription IT services, and were not positioned to buy.

The Objectives:

Pilot a US lead-generation program to identify 500 prospects in the Northeast Region, and acquire appointments with 25 of the targeted companies within 60 days.

The Strategy:

Develop an integrated marketing program to communicate the Jamcracker offer with the targeted audience by mail, email, telequalifying and direct sales meetings.

The Results:

- Exceeded lead expectation within 60 days
- Expanded Program to include other US Regions

Reasons Chris Chosen:

- Proven ability to quickly learn our market, our core value proposition, and our target audience
- Track record of pragmatic (not necessarily expensive) marketing programs