

CASE STUDY

**\$2M SALES PIPELINE  
FOR GLOBAL SOFTWARE  
COMPANY IN THREE WEEKS**



## CLIENT OVERVIEW

<b>COUNTRY:</b>	Australia
<b>INDUSTRY:</b>	Risk Management Software
<b>SECTOR:</b>	Mining & minerals
<b>CLIENT PROFILE:</b>	EKA are an Indian company with an extensive client base in South Asia and Europe.
	A global player in the commodity risk management software sector, known for agri-business.
	EKA provide complex products for global businesses.

## BUSINESS SITUATION

EKA, a global software company wanted to expand into new markets through diversifying its agri-software product for the mining and minerals sector. When on the ground in a new territory, there was a lot of work required to understand the market and key players within the industry.

“ Modern worked with EKA to gather information about target companies and prospects through the use of social media, specifically LinkedIn. ”

**James Veale, Managing Director APAC**

# PROSPECT GATHERING IN A NEW MARKET

**Modern helped a global software company develop a \$2m sales pipeline within a few weeks of being in a new territory. As part of EKA's expansion plans, Modern worked alongside the Managing Director of the Asia Pacific region to scope out the size of the market in Australia and identify key targets to forge links with. This award-winning exercise was completed using data from LinkedIn.**

## LINKEDIN AS THE CHOICE OF INTERNATIONAL DATABASE

As a growing social network for business, LinkedIn presented a wealth of opportunities both in terms of target companies and individuals. Through rigorous research on LinkedIn within the desired industry sectors, Modern created a prospect database identifying target companies and the key C-level executives within those target companies.

## DATA GATHERING PROSPECT INFORMATION

Over 200, new Australian based C-level (CFO and/or CEO) prospect names, addresses and LinkedIn network connections were identified, saving thousands of dollars on trade shows and weeks of data gathering.

**RESULT: \$2M SALES PIPELINE FOR NEW  
PRODUCT IN A NEW TERRITORY**

## DISCOVERY & IMPLEMENTATION PROCESS

- 1 DEFINE TARGET COMPANY PROFILE
- 2 SUBJECT MATTER IMMERSION
- 3 DETERMINE SEARCH CRITERIA
- 4 COMPLETE RESEARCH
- 5 RESULTS & DEBRIEF

## PROPOSED SOLUTION

- Provide market analysis of mining companies in Australia to determine the size of the market and relationships between mines
- Identify target mines and key players within those organisations
- Create snapshot pack of company and prospect with connections on LinkedIn identified

## SOLUTION BENEFITS

- Highlighted key network connections and quick wins
- Saved weeks of time of physical networking and background research
- New processes internalised as part of new business development

“ ... a really powerful exercise. We were amazed at the wealth of information provided and the access available to C-level executives. It's saved us weeks of work networking and I can find easy in-roads to the target individuals. What is more we are now actively engaged in a sales cycle with Rio Tinto's Iron Ore business in Perth, Western Australia, a multi-million dollar opportunity. ”

**James Veale, Managing Director APAC**



## ABOUT MODERN

Modern is an award-winning specialist technology B2B marketing agency offering integrated digital campaigns to drive growth.

We focus on lead generation and customer engagement through search, social, PR and content, underpinned with strategic thinking and solid metrics.

We're honest, straightforward and clear thinkers. We won't baffle you with jargon and we won't lead you down the garden path.

We're chosen by our clients for our grounded insight and our ability to influence business performance.

We start with your buyers and define a strategy that works with their behaviour, motivations and concerns, and the channels they engage with.

We forecast marketing performance, setting out how the results will take shape over time. We set KPIs and ensure that every media channel we recommend delivers against your expectations.

Rigorous processes and regular, easy to understand reports with expert insights come as standard, so you know exactly what works and what doesn't, and more importantly how it's affecting the bottom line.



## TALK TO US TODAY

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