

Home Office Marketing™



B2B Marketing is now Home Office Marketing™!

Creative ideas that promote your good name, products and services.

Bann
Business Solutions

Home Office Marketing™ | B2B is now Home Office Marketing™

case study

A commercial cleaning service company was looking to find new B2B clients and hired Bann Business Solutions to test an innovative campaign to help achieve this end.

Bann along with services partners leveraged an innovative campaign targeting business executives, not only at their offices but their homes as well.

ISSUE:

In a Covid Business world, how do you reach business executives when they are no longer at the business office but their Home Office?

How was this done?

- Leveraging the clients CRM, we analyzed and scored their best client profiles so we could zero in on only the best possible historical targets for the campaign
- We choose a logistically favorable 20-mile radius from our client's home office
- We netted 15,000 business targets to market to, suppressing any current clients
- We purchased a prospect list, inclusive of their Business address and top executives
- The client was blind to who was or was not on our mailing list
- Using our patented process, we matched the Business Executives name to a home address allowing us to then append to a home IP
- We then helped create an offer that was pared with both a direct mail and digital Communication direct to the rooftop of these executive "Decision Makers" homes
- The Direct Mail was sent to the business address (could also have sent to home address) with the executive name on it. Knowing that if the executive was home officing the mail would still eventually reach their desk. Be it Office or Home
- The Digital Direct Mail was to be sent direct to each household via the Programmatic ad network. Each household could receive as many as 20 total ads over a 4-week period

THE RIGHT WAY TO CLEAN FROM THE GUYS THAT DRINK THE WATER

Call Now!
Limited Time Offer

Carpet Cleaning
3 ROOMS FOR
~~\$229~~
\$129

* Limit one coupon per customer. Minimum service and restrictions apply. Not valid with other offers. Present coupon at time of service. Schedule service by 5/31/20. Promo Code: NEXTDOOR129

The Difference
cleans better, dries faster and stays cleaner longer with a patented, alkaline water cleaning solution so PURE you can drink it! No crunchy carpet, no reappearing stains and safe for children, pets and the environment!

#1 MOST RECOMMENDED

DIRTY Carpet?

3 ROOMS FOR
~~\$229~~
\$179

From the guys that drink the water!

Get Promo Code!

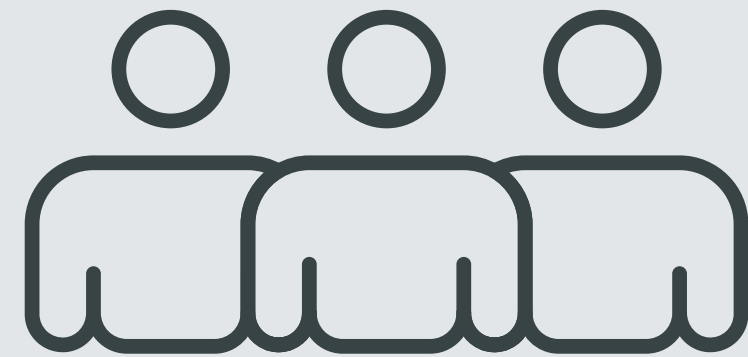
DIRTY Carpet?

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Get Promo Code!

results

After a 60-day period we conducted a matchback looking at all sales during those 60 days to see the final results.



53
New clients
were delivered

\$76K
of new revenue
was generated



- 1 **15,000** new “Decision Makers” received 1 piece of Direct Mail with offer.
- 2 **300,000** programmatic Digital Direct Mail (DDM) ads were delivered direct to the **executives Homes**
- 3 The final cost of the total campaign was **\$15,000**.
- 4 Projected LTV of new clients = **\$240,000**

3.0
Client goal ROI



5.0
ACTUAL client ROI

Up to a
\$5000
VALUE



OFFER!

**FIRST 5 CONTACT GET
SET-UP FEE WAIVED!**

questions?

Please contact Bann Business Solutions to learn how you can reach your business “Decision Makers” now officing from home.

- No more gate keepers
- Tactile direct MAIL
- DDM can target your “Decision Makers” home IP allowing you to reach them on their business computer, personal computer, and mobile devices
- Fully measurable

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