

VENDASTA PARTNER CASE STUDY

Comporium Media Services

Media services provider increases digital revenue
by 82% in a single year with Vendasta.

*"Vendasta is one of the fastest
sales accelerators."*

*- David Little,
Vice President of Media Services
at Comporium Media Services*



Background

Comporium Media Services is a renowned multimedia services provider that has been in the business of connecting buyers and sellers for over 100 years, serving 17 local markets in the southeast. Comporium specializes in helping local businesses create successful online marketing strategies through digital agency solutions.

Comporium Media Services division was founded in the traditional print and online directory space. The division has expanded over the years to offer a full suite of digital marketing services to clients. They got an early start on dealing with digital disruption in the early 2000s, and began selling digital services in 2007.

Objective

In 2015, Comporium Media Services' goal was to increase their digital revenue by 62% from the prior year.

Strategy

Comporium leveraged their seven year partnership with Vendasta by using the tech company's marketing automation solution to identify leads with online marketing gaps, and then engage them with their Reputation Management suite to help address those gaps.

"The Snapshot Report was too good of a conversation starter for us not to really engrain it in our sales process."

- David Little

Watch now!

*David Little, Vice President of Media Services at Comporium, explains how partnering with Vendasta has **increased digital revenue by 82% in one-year.***

video link:
<https://youtu.be/oady9lqdXSM>
or scan the qr code >>



Case Study: Comporium Media Services

Execution

Comporium set a quota for their sales reps to use Vendasta's marketing automation **Snapshot Report** a minimum of five times per week to gain new leads and create upsell opportunities for existing customers.

A Snapshot Report is an assessment created from online data that grades a business's reputation and presence, exposing major digital marketing gaps. Snapshot Reports provide sales reps an edge in the selling process, as businesses are rarely aware of these insights, but quickly recognize their value. These reports allow reps to take a consultative approach versus a cold call pitch.

As they transformed their sales approach, Comporium identified several critical factors that helped them to optimize their process, including:

1. Before the Snapshot Report was sent, the sales rep would have a personal phone conversation with the prospect, in which sales reps would let them know to expect a follow-up email detailing greater insights into their digital marketing efforts.
2. A regular schedule was established with the sales team, with Snapshot Reports being sent on Tuesday every week. This not only created a steady and easy-to-incorporate workflow for sales reps, it also ensured consistent growth of their sales pipeline.

3. By testing how prospect contacts were originally identified, they found that close rates were improved when sales reps conducted initial prospect searches versus having an assistant conduct the search. Performing this process themselves equipped sales reps with extensive knowledge on accounts and a more familiar understanding of how to approach those customers, particularly with existing accounts.
4. After the emails were sent, sales reps only followed up with prospects who opened the Snapshot Report, which they were automatically alerted about by the Vendasta system. This enabled Comporium to strike the right balance to follow-up quickly and hit their sales goals.

An outbound email often becomes an inbound conversation. Snapshot Report emails experience an average 29.7% open rate and 31.3% click-through-rate, versus an industry average of 18.7% and 7.8%.

Sample Snapshot Report

comporium MEDIA SERVICES SNAPSHOT REPORT

David Little
305.555.1234
dlittle@company.com

Fix Your Online Reputation
Nearly 75% of people lose trust in brands with inaccurate business listings and 90% of people look to online reviews when making purchase decisions. Make sure you're not losing real money because of bad listings and reviews.
Fix My Score Now!

Overall Score 70%

Listings: C, Review: C, Social: D, Website: D, SEM: C

Listings
Listing Presence: Total number of online listings found for your business
Your Found Listings: 12
Industry Average: 17

	Your Business	Industry Avg
Facebook	3 Listings Found	59.40%
Twitter	No Listing Found	18.70%
Foursquare	1 Listing Found	68.30%

Listing Accuracy
Percentage of accurate listings found for your business
Your Found Listings: 16%
Industry Average: 26%

	Your Business	Source
Phone Number Errors	5	Yellowbook
Address Errors	1	TripAdvisor
Website Errors	1	TripAdvisor

Data Provider Accuracy
How your business shows on Data Providers sites

Data Provider	Status
neustar	Accurate
factual	Accurate
acxiom	Not Found
infogroup	Contains Errors

Reviews
Online Reviews Found

	Your Business	Industry Average
Total Reviews Found	148	48
Average Per Month	7.5	3.87
Average Rating	2.68	3.24
Total Sources	7	5.87

Social Performance
Facebook page information about your business

	Your Business	Industry Average
Likes	877	900
Posts	140	73.09
Average Likes per Post	3.54	2.91
Average Shares per Post	0.12	1.36

Conversion

By using the Snapshot Report data, the leads were now primed for Comporium to start a conversation about digital solutions—namely reputation management. Comporium offered Vendasta's Reputation Management included as part of a larger digital bundle.

"We used Reputation Management as an incentive for our customers. We bake it into all of our digital services," says Comporium's VP of Media Services, David Little. "When we present an IYP package or any bundled service, we use the incentive of getting a free online security system for your business. We walk the customer through all the advantages reputation management has to offer."

Vendasta's Reputation Management solution allows businesses to manage and monitor every aspect of their online reputation—from reviews and mentions to listings and social media, competitor insights and more. "Vendasta's Reputation Management is the backbone of our digital marketing platform at Comporium Media Services," says David, "Vendasta is one of the fastest sales accelerators."

Results

Comporium's strategy to support their sales efforts with a simple process that could be measured, monitored and communicated to sales staff transformed their approach and enabled them to far exceed their revenue targets. Leveraging Snapshot Reports as a prospecting tool and Reputation Management as a gateway service resulted in the following:

Total number of new digital accounts increased by 42%

Digital revenue increased by 82% (20% above their goal)

Over 700 of their clients are active within Reputation Management

Reputation Management accounts for 30% of Comporium's digital revenue

Next on the Horizon

Comporium has continued to execute on their strategy using the Vendasta platform, with sales projections on-pace to beat current revenue targets once again. Next up, they will be focusing on leveraging Snapshot Reports to support vertical campaigns, which represents their next area for growth.

Utilizing the Snapshot Reports with Marketing Automation and Reputation Management as a core service in our offerings made a significant impact on helping us achieve this growth.

- David Little



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