



The Industry Leader in Telco and Broadcast Lead Generation Services

Successfully building and maintaining the telco sales pipeline

Why use eContact Services for telco lead generation?

Our clients often have challenging, technically complex demands that require a thorough understanding of the telco marketplace.

50%

and higher conversion rates are regularly achieved.

We are the industry leader in telco lead generation services.

Our industry specific knowledge is unrivalled.





We deliver the qualified leads that drive your business forward

Every marketer faces a fundamental task. That is, they have to ensure that the sales force has a continuously well-stocked pipeline of qualified leads that are ready to be converted into new business.

To ensure this is the case, the marketer undertakes a number of activities, creating content, holding webinars, attending events, making presentations, executing mail and voice campaigns, and so on.

All of these levers of marketing are used because the need to successfully manage the sales pipeline is constant. Yet today, in the era of digital marketing where more opportunities are within reach, more challenges also abound, and great results can be harder to achieve .

For instance, what happens when:

3rd party virtual event results are not meeting your expectations?

You know the target job personas in new accounts you need to reach, but you're not finding them?

You're struggling to cross sell into key accounts because you don't know who to contact?

You know of opportunities but are unable to get to the right team?

With 20+ years' experience in the telco industry, eContact Services has the solution to these challenges and many others.



eContact Services: Voice-Led Digital Marketing drives your telco GTM Strategy to deliver better results

eContact Services' approach to meeting your lead generation challenge is built on our unique, Voice-Led Digital Marketing strategy.

Wherever we are, we only need to look at the demise of our local high street to understand how the digital age is disintermediating human-to-human interaction. Retail has become the province of logistics companies; purchasing's battleground is now the Internet, fewer and fewer of us today venture outside

to buy from real people what we can have facelessly delivered to our door tomorrow. All these changes are enabled by new technologies that bring the new business models they allow to life.

For Network Equipment Manufacturers and Communications Technology Vendors, these changes in the commercial world represent a staggering opportunity. So, it's perhaps ironic that the most effective way to leverage the opportunity has proven



to be the plain old human voice. Because the fact is, in the enterprise solutions market people still buy from people. That is, they buy from people who know their business. People they can trust. An example of this? The hundreds of thousands who attend Mobile World Congress and other events every year to transact key pieces of business.

A simple premise alone confirms this; few, if any communications or broadcasting companies have ever purchased enterprise class business software as a result of nothing more than sending out an e-mail campaign and a subsequent form filled out before downloading a brochure. In fact, few qualified leads let alone closed sales have ever been completed without direct voice interaction. For marketers, the magic ingredient in the marketing mix is Voice.

With the above in mind, eCS believes that any

successful approach to lead generation or sales in the digital age must be Voice-Led. In fact, though sometimes perceived as a traditional tactic, in reality Voice-Lead digital marketing is a unique way of driving sales across the global telco/CSP sector. That's because it combines both digital and voice elements.

eCS takes your product, platform, service or other offering directly to your target market. We talk to key targets directly and individually, on your behalf. We research, connect with and speak to senior decision makers and influencers across their entire organisation. We support these voice interactions with informative, bespoke digital communications and content. The end result is quality leads for your sales teams that are ready to be converted into closed business.



Why should you work with eContact Services?

By working with eContact Services, you can put 20+ years telemarketing experience and expertise gained specifically within the telco ecosystem to work for your company. eCS is completely dedicated and exclusively focused on delivering the qualified leads that you and your team need to meet your targets.

Industry leaders already understand the value of our services. They partner with us to ensure they meet their own targets. For instance, 25% of Forbes Top 20 Tech companies use eCS to execute their telco lead generation campaigns. 5 of Forbes Top 100

Most Valuable Brands choose eCS to represent their portfolios.

Furthermore, these and other clients benefit from access to our continuously nurtured in-house database monitoring 180,000+ contacts in Tier 1, 2 & 3 telco operators & MVNOs in 180+ countries. This puts their prospects in closer reach. And when target accounts are identified, eCS' multilingual teams of telco experts spanning time-zones across EMEA, APAC & The Americas are ready and able to help you take the next step in the demand generation process.



Extensive expertise delivering exceptional results

eCS' client portfolio spans across the audiences, technologies, and issues at the heart of the telco industry and ecosystem.

We work with:

- Mobile Network Operators
- Fixed and Converged Operators
- CSPs, DSPs, ISPs
- Platform Players
- Cable Operators
- MVNOs & Service Providers
- Broadcasters
- Integrators, channel partners & Start Ups

In product and technology areas including:

- OSS/BSS Digital Transformation, CX
- Cloud based Platform innovation and ecosystems
- 5G, 4G, LTE and Open RAN
- Backhaul, Access, Core, RAN
- Consumer and Enterprise Monetisation
- Analytics, AI, Machine Learning
- Edge Computing, IOT and Networks
- Cybersecurity, Trust & Identity, Device security
- FTTx, Wifi, SD-WAN and Smart City
- Cloud-based platform innovation and ecosystems
- And more

To achieve results that reflect our success:

- Campaign objectives from MQL to SAL are exceeded in 99% of projects
- The average conversion rate for our clients is 53% from AQL into SAL
- Over 90% of our current client portfolio are repeat
- 80% of our new clients are from referrals
- We guarantee results and success

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WHAT STANDS OUT ABOUT ECS? VAST EXPERIENCE, DEEP INDUSTRY KNOWLEDGE, OUTSTANDING TELCO CONTACTS, A PROVEN PROCESS, AND RELENTLESSLY TENACIOUS.”

A range of meeting services that meet a variety of challenges

eCS' expertise and experience allows you to successfully negotiate a range of challenges that telco marketers commonly face.

Outbound Lead Generation

Our focused campaigns take your portfolio of services, products, and solutions directly to key targets:

- *Enabling engagement with key contacts that your sales team struggle to reach*
- *Arm your sales and marketing executives with contact data, telco/CSP leads and qualified opportunities*
- *Focused campaigns to take your offerings directly to key targets across the telco ecosystem*
- *Professional representative engagement across email, social and telephone*
- *Your PR and Social Media messaging enhanced, targeted, localised and personalised.*

CxO Appointment Setting

We can introduce you to the decision-making executives and budget-holders responsible for purchasing your products or services.

- *Attending an event? Maximise your investment with pre-arranged meetings.*
- *The eCS hub of CXO telco contacts has been built & curated carefully for 20+ years allowing you to fine-tune your approach.*
- *We can introduce executives, set up 1:1 meetings and enable business engagement at events or in private on your behalf.*

Audience Recruitment

Working with eCS can increase audience quality at virtual & physical events as well as handling post-event follow up:

- *Increase attendance and event success with the right audience of prospects.*



ECS' EXTENSIVE CONTACTS AND EXPERIENCE IN THE TELCO INDUSTRY HELPED MAXIMISE OUR CAMPAIGN'S RETURN ON INVESTMENT. »



ECS WAS FUNDAMENTAL TO THE CAMPAIGN'S SUCCESS IN UNCOVERING OPPORTUNITIES THAT WE MAY NOT HAVE BEEN ABLE TO IDENTIFY OURSELVES. »

- *Invite telco/CSPs who YOU want to attend, not a scattergun approach leading to a randomly constructed audience of people you don't want to talk to and who don't want to talk to you.*
- *Improve the speed and effectiveness of event contact follow up.*
- *Qualify your prospective contacts' interest in your product or service.*

Inbound Contact Qualification

eCS can help secure and accelerate digital MROI with a personal touch:

- *Drive maximum value from digital marketing investments.*
- *Secure & accelerate digital MROI with a personal touch.*
- *Qualify inbound contacts from display adverts, webcasts and content syndication.*
- *Set up a standardised qualification process.*

ABM Research and Client Nurtures

We can help you build an accurate picture of who your target audience is, which personas you wish to reach and to understand their respective priorities:

- *Deepen relationships with dedicated people to open up new sales and business approaches.*
- *Research executive boards and SMEs, PR messages, media, events & CSR strategies.*
- *Build an accurate picture of who prospects are and what priorities they have.*
- *Nurture relevant contacts with relevant content at the right time.*

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ECS EXPANDED OUR SALES PIPELINE, LOWERED OUR COST-PER-LEAD, AND BEST OF ALL LED US TO A DEAL THAT WAS CLOSED WITHIN NINE MONTHS. ”

“

ECS' LEAD GENERATION CAMPAIGN HAD A SIGNIFICANT IMPACT ON IMPROVING OUR MARKETING ROI. ”

The eCS Lead Generation Framework

To achieve success in lead generation, telco marketers must deploy a consistent execution approach and pricing model. It must demonstrate linked, clear, measurable, ROI to both their entire organisation and its component business units. eCS' strong Lead Generation Framework is why so many telco industry decision-makers choose to work with us.

Outbound Lead Generation /TeleProspecting Service

eCS' contact build and prospecting services provide a foundation for successfully building MQLs and SQLs .

Event Recruitment Service

eCS increases the quality of event ROI and AQLs via targeted delegate recruitment based on specific BU requirements.

Inbound

eCS campaigns can support and enhance a range of marketing activities including SEO and Digital Content Syndication. This can generate AQLs for various different BU stakeholders.

Inbound AQL Qualification Service

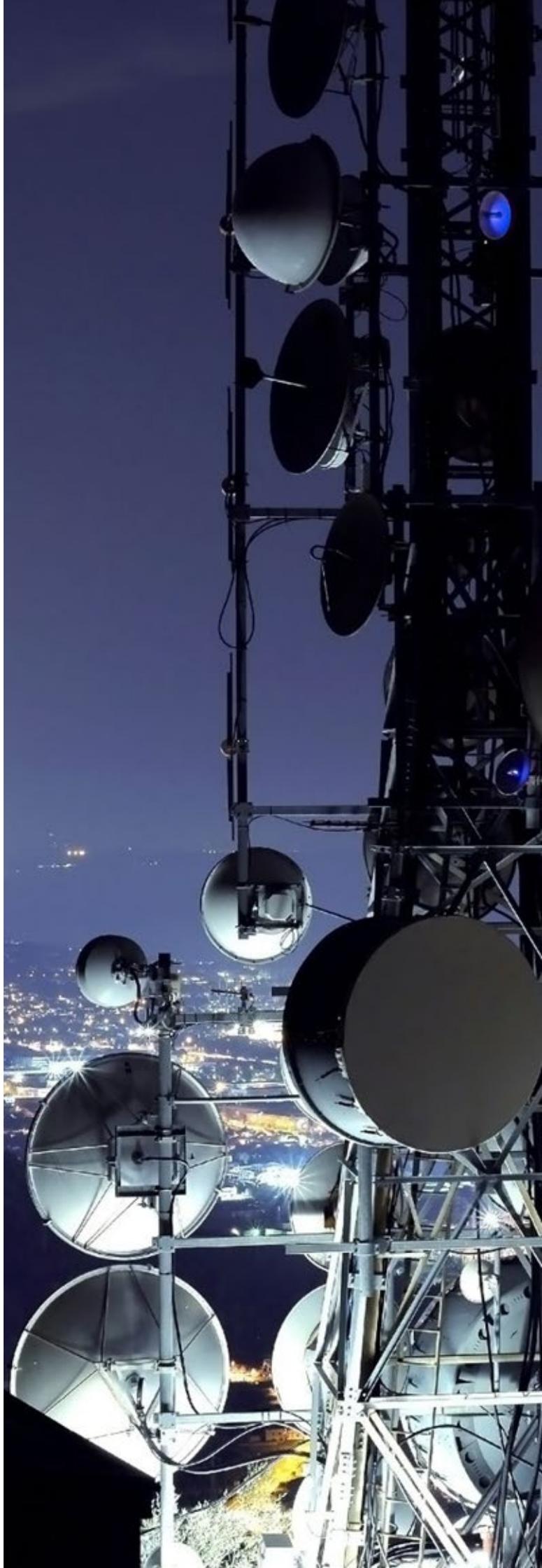
eCS filters inbound leads to assure and increase quality using agreed criteria and SLAs to enhance data and then convert appropriate AQLs into MQLs.

Account Based Marketing MQL Nurture Service

eCS nurtures MQLs via email and phone to accelerate conversion from MQL to SAL.

Outbound Marketing

eCS supports outbound marketing investments in eMail campaigns, Ads, Paid Social, PR, events / webcasts, workshops, smart rooms, and more. This increases RoI and improves the pool of sales-ready leads that follow these activities.





eContact Service: Sample use cases

Examples of campaigns undertaken by eContact Services include:

Account cross-fertilisation to expand sales opportunities

If a Network department is a customer of X solution, we can promote Y solution to either the same department OR different department within the client organisation (ie Marketing/Ops).

Opco Roll out

If the client has a deployment in x Tier One group, eCS can support a roll out campaign to generate leads at additional opcos within the same group.

Geographical/country expansion

Where a client has a deployment in a specific country or region, eCS can contact other operators within the country to discuss their competition.

Net New/Business Development

Where the client has no meaningful engagements in target accounts, eCS can deliver leads within those accounts, from Tier 1 through to MVNO (mobile and fixed operators apply).

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IF YOU WANT TO ACCRUE MORE VALUE FROM MARKETING, I'D HIGHLY RECOMMEND INCLUDING ECS AS A PARTNER IN YOUR GTM STRATEGY.”

The eContact Services formula is simple and effective.

We know and understand the telco industry.

We have the contacts you need to identify and reach.

We have the necessary experience to reach and communicate effectively with them.

We can guarantee delivery and high Return on Investment.

You can trust us as part of your own team.

When your goal is increasing sales, your first call has to be eCS. Our industry specific knowledge is unrivalled.

Get the eCS advantage.



eContact Services

By phone: +44 (0)1555 666344

By email: info@econtactservices.com

Glasgow office: 77 Renfrew St, Glasgow, UK, G2 3BZ

Lanark office: 72 North Vennel, Lanark, UK, ML11 7PT