



High Impact B2B

Innovative ideas to capture the attention of business owners

Blū Paper

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! Would you like your next B2B prospecting initiative to generate scheduled meetings with 23.18% of the prospects? Read below to see how we did
◆ that for one of our clients.



THE BUSINESS CHALLENGE:

A mid-sized bank asked Reflex Blu to help them acquire new small business customers. Business owners are busy, often overwhelmed and hard to reach through traditional marketing efforts.

THE SOLUTION:

Reflex Blu designed a “High Impact” piece for the client’s business bankers to deliver to their top prospects. The creative piece was a cell phone housed within a box featuring the tagline “We are listening.” The cell phone, which was programmed with the banker’s direct phone number, provided an easy and immediate way for the business owner to respond to the banker. The cell phone cut through the clutter of mail pieces and drove responses from the small business owners through the convenience it offered them.

CLIENT: A Mid-Sized Community Bank

CHALLENGE: To reach small business prospects and schedule meetings.

SOLUTION: Use a creative piece to gain the attention of the business owner.

RESULT: 23.18% of the targeted business owners scheduled a meeting with the business banker.

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THE RESULTS:

69 phones were delivered to prospects

39.13% response rate for calls from prospects

23.18% response rate for meetings scheduled with prospects

Reflex Blu is a uniquely precise marketing firm dedicated to finding solutions to our clients' challenges. Our creative ideas are based on data analytics, which creates a marketing partner who is able to break through the clutter to grab your customers and prospects attention through a variety of different mediums.