

# How TimeTrade Increased Pipeline Using Account-Based Marketing and Tactile Marketing Automation

  
**Increased pipeline**

**25%**  
**Conversion rate from sent  
to opportunity**

  
**Reduced cost per  
opportunity**

“PFL helped us up-level the look and feel of the direct mail campaigns we were running and helped us execute in a much faster and automated way.” — *Lauren Mead, CMO, TimeTrade*

TimeTrade’s Intelligent Appointment Scheduling software has been helping businesses create meaningful live conversations with their customers since 1999. TimeTrade’s commitment to creating an Account-Based Marketing (ABM) program their prospects would rave about is what made the business turn to direct mail.

Using PFL’s tactile marketing automation solution, TimeTrade launched the “Selling is a Team Sport” campaign, which used direct mail to accelerate sales conversations and convert target accounts. Because of the campaign’s success, PFL has become a “make it or break it” step in their sales process and the backbone of their ABM program.

## BUSINESS PROBLEM

The TimeTrade marketing team had an ABM strategy in place to make sure they were going after the right target accounts and contacts using relevant, personalized communications in their sales and marketing efforts. Yet they still struggled to engage target accounts.

“Email and calls on their own were not providing the conversion rates we needed,” Lauren Mead, CMO of TimeTrade, says. To deliver the response rates necessary to hit lead generation goals, TimeTrade needed to make their brand and communications stand out.

As Mead puzzled over a solution, a package landed on her desk. Unlike an email, she didn’t just immediately put it in the trash or flag it for later; she couldn’t wait to open it. This package was TimeTrade’s solution – they would deliver engaging content to prospects with a tactile touch.

TimeTrade decided to try the direct mail approach for themselves in-house. “We were executing this all in-house, meaning we were ordering the materials, importing and exporting lists, packaging and then shipping the kits,” Mead says. “The work did not even stop there.”



## CHALLENGES:

- Packages not personalized or polished.
- Internal team spends too much time executing mail and not able to keep up with demand.
- Challenging to scale and measure the results using batch-based sends.
- Hard to make timely follow-ups and complete demand analysis.

While the results were promising, Lauren's team wasn't satisfied with their campaign or execution strategy. "This left little time to do our actual jobs, and we thought 'There just has to be a better way,'" Mead says. "And that's when we found PFL."

## RESOLUTION

Using PFL's tactile marketing automation solution, TimeTrade cuts through the digital clutter by delivering meaningful packages to a variety of personas. PFL's integration with Salesforce allows sales reps to send a customized note and high-quality package to their contacts with just a few clicks.

Fulfillment of the note and package is handled by PFL - on demand. For their "Selling is a Team Sport" program, champion roles receive the golf balls and executives get the golf mat. The goal is to get the two roles talking together about TimeTrade. The call to action is to take a meeting and get the putter. Not only do the champion and executive get the experience of connecting and rolling out the mat, but people in the office around them will be curious to see what is going on. Now that is spreading brand buzz.

- Multi-channel ABM programs across the buyer's journey.
- Kits for their champion and executive personas.
- Relevant messaging for each persona and a personalized note from the sales rep.

## ABOUT PFL

PFL is the leading provider of Tactile Marketing Automation® solutions that help brands rise above the digital noise and be heard. With over 12,000 active customers, PFL provides sales enablement and marketing automation solutions, as well as printing, mailing and fulfillment services, to directly connect B2B and B2C organizations with cutting-edge solutions that accelerate productivity and drive business forward.



- On-demand direct mail sends driven by reps in Salesforce.
- Delivery alerts for timely follow-ups.

"Direct mail, while a more expensive channel, has the benefit of being much less crowded," Mead says. "Once we had their attention, it was about having the right messaging and follow-up from the sales development team." PFL's solution sends reps Salesforce tasks and/or an email alert when a package is delivered, making it easy for reps to have a timely follow-up. With this coordinated multi-channel cadence, TimeTrade saw their cost per opportunity go down and their pipeline go up.

## RESULTS:

- Increased pipeline
- Reduced cost per opportunity
- 25% conversion rate from sent to opportunity

PFL's tactile marketing automation solution proves to be an effective way to make TimeTrade's communications stand out in today's saturated market. Empowered sales reps generate good conversations, better connections, and happier prospects and customers overall. And TimeTrade got the rave reviews they desired.

**"Loved your campaign. Keith has golf balls. I have the putting mat. We want the putter! In all actuality, I think you have an interesting product. Let's chat sometime the week of the 24th."** - Prospect response

