

Marketing Online Training

BlueVolt – Counter Intelligence

Challenge

BlueVolt is a leading provider of online training for electrical distributors. The company's web-based training modules allow clients to train their counter people, sales staff and other employees, while tracking and verifying their progress. BlueVolt wanted to sign up 20 new electrical distributors for its online training. That's a significant number in their world.

Solution

Sonnhalter helped BlueVolt with an integrated communications strategy that targeted key decision-makers at U.S. electrical distributorships. We used print inserts in trade magazines, a 3-part direct mail program, printed handouts, case studies, reminder emails, dedicated micro websites and a public relations program. It was a fun, full-blown campaign.

Results

Within the first six months of the campaign, BlueVolt reported spikes in sales leads that were directly attributed to our marketing efforts. The company converted many of those new leads into new customers. We're just happy to be a part of their success.

