The Challenge

Agfa Graphics, along with its distribution company, Pitman, provides integrated commercial printing solutions for the graphic communications industry. Providing one-stop shopping services presents an advantage as well as a marketing and sales challenge. Rather than send prospects and customers off on a "wild goose chase" to different manufacturers' web sites for more information, James Lally, Director of Inside Sales, wanted his team to maintain control over the sales conversation to educate prospective buyers and create a better buying experience.

Nothing underscored his team's sales communication challenge more than the need to capitalize on the buzz generated about 3D printing at a recent industry event. In the past, getting information out about a new technology might have involved sending an expensive direct mail piece that took time to produce and missed the window of opportunity, or, the reps sending emails with lots of links that risked losing customers as they wandered off to do their research. Reps needed to respond quickly and organize information in one place to educate while interest was piqued.

The Solution

Using Postwire, Jim quickly created an attractive Postwire page with information on 3D printing that his reps could copy, personalize and share with each customer in minutes. Information focused on three different product categories, included videos and buyer's guides — a lot of information organized in a single place allowing buyers to self-serve. Reps were instantly alerted when the Postwire page was viewed so they knew who was legitimately interested. In addition, armed with the intelligence of knowing exactly which specific content items were viewed, contacts were pre-qualified by both level of interest and product category. The reps were better prepared and more responsive when following up.

The Results

Increased conversion rates and shortened sales cycles.

Jim and his reps quickly noticed a higher lead-to-opportunity conversion rate for this new product launch campaign using Postwire, resulting in more deals closed in a shorter amount of time — by more than 30%. Jim attributes this to the fact that his reps could prioritize their time and were better prepared based on customer interest, which they had no visibility of prior to using Postwire. In addition, Agfa Graphics bolstered its reputation with its customer base as the preferred go-to solution provider and as an industry expert fluent with new technologies.
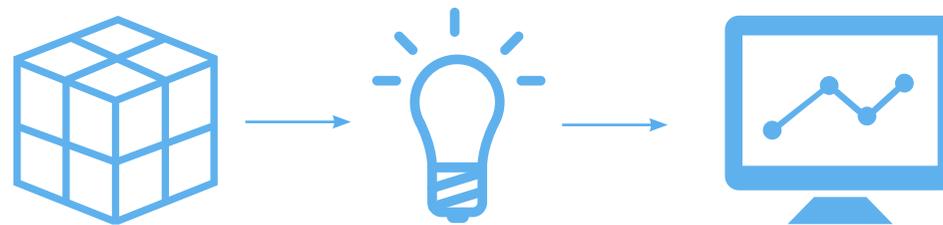
postwire

Postwire Example

Visually organizing information on multiple 3D printing product categories in one place made it easy for buyers to scan and select the category of most interest.

Did you know?

Linking to a Youtube video from Postwire minimizes potential distractions. Rather than sending your buyer off to the Youtube website, Youtube videos posted to Postwire play in place. When the video quits playing, focus returns to the rest of the information you shared — and not to that cute cat video that's trending on Youtube!

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Postwire allows our reps to spoon-feed prospects & customers specific, relevant content, not overwhelm them with loads of generic info or send them on a wild goose chase all over the web.

Jim Lally, Director of Inside Sales, Agfa Graphics