

VOLANS

CASE STUDIE

www.volansinfo.com



Case Study - Market Research/Lead Generation/Appointment Settings

ABOUT

We are doing Market research and Lead Generation activity in-house for our company "Volans". Our Market research involves planning the data sample for specific industries, data mining, data processing and analysis. Once the data analysis is done we use the database for cold calling/cold emailing and generating the demands for our company.

BUSINESS NEED

We wanted to source the database by ourselves to reduce the dependency on third party vendor and other social media campaign costing. Since we are an outsourcing firm so we had our team to start the pilot for the same.

SOLUTION

A team of 10 dedicated agents conducted outbound calls to a large dataset of audience and educated them about the services, generating the interest and set up the F2F appointments/E-meetings. We are using Market research and Lead Generation tools like Google trends, Survey Monkey, Facebook Ads, Linked In Ads, Search engines, Linked In Sales Navigator, Zoom info, Lusha, Apollo Database etc. A team of 10 agents are doing market research using various tools and doing surveys.

OUTCOME

15000+
Database/Month

150+
Leads/Month

20-25
Appointments/E-Meetings
per month



VOLANS

USA | Canada | UK | Australia | New Zealand | India | Philippines

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