



MARKETING CAMPAIGN GENERATES REVENUE OPPORTUNITIES FOR NATIONAL SALES TEAM

BUSINESS SITUATION

Like most companies, our global environmental services client constantly looks for ways to optimize sales resources. To leverage sales and marketing programs, our client envisioned a focused, data-driven approach to target property managers in the residential market.

SOLUTION

Beaird Group was hired to identify property managers, determine the market potential, target the highest opportunities and work lock-step with the client’s marketing department to develop an email campaign and measure the results.

After defining the management’s objective, Beaird Group identified data sources that would provide insight into the market. We leveraged publicly available data and married it with existing data to size the market.

Based on this information, working closely with the client’s marketing organization, several actions took place:

- An email campaign was developed to target a specific geography and management base.
- A targeted “existing customer” campaign was developed to address community needs and value-add.
- The sales force was trained and armed with specific data on the most lucrative opportunities.



Mail HOA Communities
in Places to Live

Help us customize waste and recycling solutions to create cleaner, safer, more beautiful neighborhoods.

THINK GREEN



Difficult to recycle items picked up at the homeowners' door

At Your Door Special Collection™ makes it easy for residents of your communities to recycle and dispose of household chemicals, lamps, batteries and oil, paint, glue and more. Talk to your HOA Solutions Specialist about how this program can work for your communities.

FREE Electronic Waste Recycling Event*

To learn how Waste Management can customize solutions for your HOA communities, contact your HOA Solutions Specialist at 855 834 7756 or HOASolutions@wm.com and we will host one Electronic Waste Recycling Event at the community of your choice.

*Some major electronics items may require payment from residents to separate, transport, collect, or dispose of the HOA or Property Manager.

Visit us online at wm.com/HOA-Solutions/Denver to learn more today.

©2013 Waste Management Inc. WMA-0017

As a final step in the process, metrics were developed to measure the success of the email campaigns.

IMPACT

The quality of the contact list (emails) was extremely high (90-100%), based on email bounce-backs. The research identified the top prospective property managers for the sales teams to leverage their time. Revenue opportunities were identified and competitive information was secured.

Beaird to Business

PROFESSIONAL AND MANAGERIAL SUPPORT WHEN YOU NEED IT