

Frontline Telemarketing



The data we get from Act-On allows us to connect with our buyers more deeply and optimize our campaigns to deliver better results.

– Danny Walls, Director

Frontline Telemarketing Sees 70% Increase in New Business with Act-On

- Automated programs increased lead generation by 30%
- Campaign development increase 2x
- Achieved ROI within 4 months

Challenge

Danny Walls, director of Frontline Telemarketing, saw the MarTech landscape was rapidly changing and knew that if he wanted to stay competitive, he had to find a powerful marketing automation platform that would strengthen Frontline’s ability to market across all channels and promote itself and its customers.

Solution

As luck would have it, Frontline was in the same building as Act-On’s UK offices, so Danny was able to speak frequently with Act-On staff about finding the right platform. But that didn’t stop him from doing a broader search. He also evaluated HubSpot, InfusionSoft, and SharpSpring, but ultimately decided Act-On was the best choice.

“Act-On was more powerful than the other platforms we considered, and I liked that the company had an office in the UK,” Danny said. “I knew our audience would appreciate a local presence as well. It fosters a greater sense of trust, and underscores Act-On’s commitment to our market.”

Company Profile

Company:
Frontline Telemarketing

Company Size:
Agency

Industry:
Business Services



Many of Frontline's prospective clients are in construction and manufacturing, and almost all are unfamiliar with digital marketing, so as soon as Danny had Act-On implemented he began using it to educate them. He built Act-On forms and landing pages that captured their contact information, then used Act-On's automated programs to deliver content that explained how marketing automation could benefit their industries.

Results

Danny said Act-On has enabled his team to implement campaigns twice as fast and better analyze how they perform. But those benefits are just the beginning.

"Act-On has made it simple to nurture potential clients and demonstrate the added value we bring to our telemarketing services," Danny said. "Our Act-On campaigns have increased our lead generation by more than 30%."

The platform has also directly impacted Frontline's bottom line. "The more we know about our prospects, the easier it is to convince them we have the skills and experience to address their concerns." Danny said. "The buyer intelligence we've gained with Act-On has fueled a 70% increase in new business and helped us achieve ROI in less than four months."

Danny credits Act-On with transforming Frontline's marketing, and he's excited to see the growing role it's playing in the services they offer. "The digital revolution is well underway, and Act-On is helping us beat the competition and ensure the success of our customers," he said.



About Frontline Marketing

Frontline Marketing is an Act-On agency partner that specializes in generating and nurturing leads for the building, construction, and manufacturing industries. Their expert team of strategists, designers and digital specialists ensures their clients remain competitive in the modern business world.

