



Case Study

Lead Generation and Prospect Profiling for Product Promotion

Payroll software is generally sourced by companies and is used to calculate the compensation of its employees. The payroll of an employee includes his salaries, bonuses, taxes and deductions. With payroll software, companies can generate payroll, location wise and department wise. The software compiles the salary data and generates online pay slips and Bank NEFT statements. It assists the employer in complying with all statutory requirements like PF, ESIC, PT, LWF, Gratuity and Bonus. The employer and employee can access the latest payroll data anytime over the web with the help of this software.

Problems

Once a software or an application is created it needs to be promoted. Out of all the promotional methods the most effective method is to identify the users who are in need of it. A US based Payroll vendor wanted DART to identify a list of potential payroll vendors to market their new payroll application. The new application was nearing to the final release date. The entrepreneur wanted to

communicate and converse with the potential buyers about the competitive advantage of the new software. He wanted to initiate a periodical newsletter for prospective buyers.

Methodologies

Our Analysts learnt that the new application had superior features. We suggested that the client go to existing users to help them understand the existing user's experience with this software. The client agreed to our suggestions.

DART listed out the names of all such payroll vendor companies, and identified the names of the contact person. DART profiled the companies according to their revenues, and number of employees. This was needed for the client to take such strategic decision while promoting the application. With the help of DART's data mining and prospect profiling services, the client could successfully reach out to 80% of the identified vendors in a month time

An example of such work is as follows:



PRODUCT PROMOTION TIPS: HOW TO PROMOTE A

DART's Lead Generation Services for Product Promotion

The Lead Generation team at DART interacts with clients to understand their promotional needs. Further, they retrieve useful information from recorded data, and convert this data into useful information specific to a need. DART has gained experience in profiling and listing such prospects with accurate contact information. DART has developed expertise to identify the contact ids of the prospects accurately to reach to the target segment.

Company Name	Mailing Address	Phone	Email	Website	Payroll Expense	Contact Person	Contact Title	Employee Size Range
Armes Electric	23151 Alcalde Dr # C8	(949) 855-9814	armeselectric@cox.net	www.armeselectric.com	\$1 - \$2.5 Million	Armes Pete	Owner	10 to 19
Phillips Components	23142 Alcalde Dr	(949) 855-4263	phillips.stuart@phillipscomponents.net	www.phillipscomponents.net	\$500,000 - \$1 Million	Phillips Stuart	Owner	5 to 9