

BIZBEE

Case Study



AIM

Start selling to European online wholesalers and retailers. Identify potential clients and initiate communication with the qualified ones.

METHOD

- Searched for companies that are watch sellers, resellers/online resellers, and wholesalers in the UK, France, and Italy.
- Created a database of 200 prospects. To initiate communication with all of them, we conducted a three email sequence marketing campaign.

RESULTS

- We sent our email campaign to all of the 200 highly targeted prospects that we previously generated.
- We engaged in conversation 56 of them. More than 30% of those turned out to be warm leads.

OVER 50 PROSPECTS
ENGAGED IN CONVERSATION



18
WARM LEADS



L&R Timepieces, Inc. is based in New York- USA. They sell many major fashion and luxury brands, including Omega, Breitling, IWC, Tag Heuer, Raymond Weil, Movado, Christian Dior, Tissot etc. They sell their watches in the USA as well as other European countries, servicing national accounts, independent jewellers, Internet retailers and wholesalers.

Got questions? Shoot us an e-mail and let's get *beezy!*

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