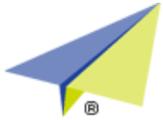


Wingsite Displays Closes \$60K Deal with a 1600% ROI



W I N G S I T E

Started in 1992, Wingsite Displays has grown into one of the most respected boutique exhibit houses in the US. Founded by Steve Walsh and Steve Perez, they continue to lead Wingsite through a relentless focus on intelligent design, quality fabrication, value and personal service rarely seen in today's environment. As industrial designers, each with over 35 years of experience, design is at the root of everything they do.

“

We worked with Kieffer Consulting a few months into the pandemic to target decision makers who we thought would find our new offerings timely and of substantial value. After two weeks of running the campaign, we closed a deal worth \$60K.”



Steve Walsh, President, Wingsite Displays



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The Challenge

For 28 years, Wingsite Displays has been creating unique environments for trade shows, museums and retail settings. When Covid-19 hit, it was an easy transition to offer solutions that protect environments against the spread. Having worked with Plexiglas in unique ways, the company put their creativity to work developing custom safety solutions to protect workplaces, schools and stores. While the company had a great offering, it needed help reaching decision makers in facilities that would need their Plexiglas solutions. Moreover, time was of the essence because the window for installation of its product was short.

The Solution

Wingsite Displays turned to Kieffer Consulting to implement a Sales Outreach Solution. The program consisted of the following strategies:

Targeting, Data & Validation

Kieffer worked with Wingsite to determine its ideal customer for targeting. Using deep research and various data resources, a targeted list of decision makers was built. A strict validation test was then performed to remove any contacts who weren't valid, ultimately eliminating any future delivery issues.

Platform Setup

A number of technological components were part of the platform setup, including domain purchase and warm up, email deliverability setup, including SPF, DKIM and DMARC, data importing, CRM integration and tracking.

Writing and Campaign Launch

The entire campaign hinged on writing subject lines and email copy that resonated with the target audience. A 6-step email sequence with A/B testing variants was initially launched. Over time, a single 6-step sequence was used to reach decision makers with personalized email.

Leads Delivered Right to Client's Inbox

The campaign targeted decision makers of facilities asking them if they could do a quick 15-minute meeting call to learn more about Wingsite Display's unique and timely offer. Replies showing interest were then routed directly to Steve Walsh's inbox where he could reach out directly and close the deal.

The Results

\$60K

In News Business

1600%

Return on Investment (ROI)