

Get Closer to Your Customers. Get in. Venntive



Background

The customer is a 501(c)(3) charitable organization founded in 1999 to promote architectural and design solutions to global, social and humanitarian crises. Through competitions, workshops, educational forums, partnerships with aid organizations and other activities, this non-profit organization creates opportunities for architects and designers from around the world to help communities in need. They believe that where resources and expertise are scarce, innovative, sustainable and collaborative design can make a difference.

Challenge

As with many non-profit organizations the ability for the customer to successfully fulfill its charter is heavily dependent on their ability to rally the interest and support of like-minded individuals and organizations and to raise outside awareness for their cause. With only a few hundred contacts and limited resources they needed a systematic

way to exponentially grow their database, effectively market and promote their cause, attract support and raise funding. Without such a solution in place their growth would remain stagnant.

Solution

After much research the organization selected Venntive to address their ever growing sales support and marketing needs. Venntive – a fully integrated CRM sales force automation solution gave them the ability to manage and expand their database by creating targeted email campaigns with inviting user-friendly interfaces and response mechanisms that fed directly into the database. Venntive with its real time reporting and analysis provided visibility into who their audience was and how to best engage them to support their efforts. By enabling the organization to build better and more effective campaigns they were able to make more informed decisions on how to promote and move the business forward.



Results

Within weeks of implementing Venntive the client began executing awareness and lead generation campaigns. The results were dramatic:

- An immediate and marked increase in unique visitors to their website
- A substantial lift in both online and non-web inquires
- Doubling the number of contacts within their database in three months.
- Identifying and building an active lead funnel
- Defining a lead “nurturing” program to support future business
- Identifying and tapping into previously undiscovered sources of revenue and resources

Customer Feedback

“With Venntive for the first time we were really able to understand who our audience was and how to leverage that information so we could expand our ability to help those that needed it most.”

About Venntive

Venntive is a powerful suite of marketing, sales, social media management, and collaboration tools that provide businesses and individuals with everything they need to build their brands online. No third-party plug-ins necessary. Venntive is the most comprehensive business solution on the market.

Enable your marketing and sales. Learn more at: www.venntive.com, call +1.415.324.5825 or Email: sales@venntive.com