

POC Online Abandons Lists; Drives Sales

POC Online Success Story



Company Profile

Professional Organ Consultants (POC Online) provide organ installation, maintenance and repair services.

Challenge

With purchased lists producing declining returns, POC needed a better source of deeper information to drive their sales and marketing.

Broadlook's Solution

Profiler
Eclipse
Market Mapper

Results

POC now has high quality, accurate information at a fraction of the cost paid for underperforming lists.

Company Background:

For nearly 25 years Professional Organ Consultants (POC Online) has provided superior electronic, church and pipe organ installation, maintenance and repair services to customers in Michigan, Indiana, Ohio, and beyond. They work with organists and organizations to create flexible designs to suit their musical needs and their individual taste.

Challenge

POC had historically purchased lists to drive their sales and marketing process. While using lists had worked in the past, the data quality and responsiveness from the list continued to decline each year.

Don Dunn, Owner of POC, realized that he needed a better list source. He also wanted deeper information that could help in their future e-mail and newsletter communications. Given that his key targets all had websites, Don knew the information critical to their sales and marketing process was there. The challenge was how to tap into the information and bring it into their process in a cost effective way.

Solution

Mr. Dunn turned to Broadlook to learn more about the tools and best practices to bring the Internet into his sales and marketing processes. Based on POC's needs, Broadlook proposed a solution that included Profiler, Eclipse, and Market Mapper. This combination provided the company with the ability to tap websites, newsgroups, About Us web pages, and member information critical to POC's business.

Results

POC has been a Broadlook customer since 2007. When asked why he chose Broadlook, Mr. Dunn commented, "I knew that the future success of our business rested on having accurate, and deep information that could provide insight on our prospects. Broadlook provided us a way to tap and manage the largest and most up-to-date source on the planet, the Internet."

POC has had continued success, even in a challenging market and in a region that has been impacted by recession. During these times, POC invested in themselves, not only with tools, but with time spent in training. **"Broadlook's training and webinars have been great,"** said Mr. Dunn. **"Broadlook has been extremely helpful in giving us what we need to succeed."**

When asked what Broadlook has meant to his business, Don had this to say: **"We went from paying for stale, ineffective lists to having the relevant and accurate information we need. Why pay for lists, when you can get much higher quality information at a fraction of the cost."**