

Jigsaw Case Study

Customer

Position2 is a leading provider of search engine marketing services. The company improves lead generation, customer acquisition, and brand visibility for clients worldwide.

Challenge

Before it could test and refine its marketing messages and sales programs, Position2 needed a cost-effective and highly accessible source of accurate contact data.

Solution

Position2 began using Jigsaw to build its own mailing lists for email campaigns. The company's sales and marketing departments now use Jigsaw to find hard-to-reach decision-makers at target companies.

Results

Using Jigsaw's contact database, Position2 has:

- Built accurate phone and email lists without contacting list vendors.
- Efficiently tested marketing messages via email campaigns.
- Increased the speed and cost-effectiveness of prospecting activities.
- Responded quickly to new sales opportunities.
- Established a companywide standard source of contact data.

"Jigsaw should be an integral part of every salesperson or marketer's toolkit. As soon as they're hired—when they're assigned a computer, email address, and phone extension—they should also receive a Jigsaw account. It is the easiest, most cost-effective and useful Web 2.0 prospecting tool on the market. It's a tool that we now use without even thinking about it. In my mind, as soon as someone uses Jigsaw, you've got them for life."

— Bill Ross, Director of Sales and Marketing, Position2

Position2

Position2 Shifts Prospecting into Overdrive with Jigsaw



In today's increasingly web-based business environment, the global demand for search engine marketing services far exceeds the supply—and Position2 plans to capitalize. Founded in 2005, the company has worked hard to build a solid client base through referrals and personal connections. Position2 is now penetrating larger companies by systematizing its sales and marketing efforts.

"We're building repeatable processes through which we can host a webinar or roundtable, invite targeted groups of potential clients, and turn them into qualified leads," says Bill Ross, Director of Sales and Marketing, Position2. "So, we need an efficient tool that lets us find contact information for hard-to-reach professionals. For us, Jigsaw is that tool."

Complete, Accurate Contacts Simplify Prospecting

Although Position2 seeks to grow quickly, the company focuses on more than just closing new deals. Position2 takes prospecting and qualifying seriously—and relies on Jigsaw to provide complete, accurate business contacts to enhance these activities.

"As an emerging company, we're still refining our prospect profile by testing various messages, use-cases, company sizes, and titles out on the market," says Ross. "Jigsaw is an ideal solution for our situation. It enables us to quickly and cost-effectively develop an accurate target list and then test our various hypotheses."

Do-It-Yourself Campaigns Save Time and Money

Jigsaw now provides the contact data for Position2's highly targeted sales and marketing campaigns. After scheduling a webinar or roundtable event, Position2's marketing staff can log on to Jigsaw and search for chief marketing officers, vice presidents of marketing, and directors of marketing in companies located in specific geographical areas they are targeting. Once they have built a contact list, they can then launch an email campaign to encourage enrollment. And because Jigsaw contacts include business phone numbers, Position2's sales staff can easily follow up with event attendees after each webinar or roundtable.

"The beauty of using Jigsaw to build email lists is that we can do everything ourselves," says Ross. "We don't have to research list vendors and get quotes. We don't have to talk to our purchasing department. Not only is Jigsaw cost-effective, but there's a tremendous savings in time and effort. It's a quick, easy tool that helps us keep our prospecting activities on track."

“With list vendors, it can take weeks to get what we want. With Jigsaw, we can get an idea, segment our own list, download the contacts, and use them right away. Being able to respond quickly when we have an idea is one of the keys to leading the internet market.”

—Bill Ross, Director of Sales and Marketing, Position2

Ross has held a variety of sales positions over the years, and has continuously relied on Jigsaw to provide accurate contact data. Ross estimates that in less than three years, he has used more than 6,000 Jigsaw contacts to power his sales and marketing campaigns.

“If we’re spending our time looking for information—rather than prospecting and qualifying—then we’re missing opportunities,” Ross explains. “With list vendors, it can take weeks to get what we want. With Jigsaw, we can get an idea, segment our own list, download the contacts, and use them right away. Being able to respond quickly when we have an idea is one of the keys to leading the internet market.”

Jigsaw: A Must-Have Tool for Every Salesperson

Ross now considers Jigsaw an indispensable tool for retrieving accurate contact information for hard-to-reach contacts. As Position2 targets larger accounts and expands its sales and marketing departments, Jigsaw will be the company’s standard source of contact data.

“Jigsaw should be an integral part of every salesperson or marketer’s toolkit,” Ross remarks. “As soon as they’re hired—when they’re assigned a computer, email address, and phone extension—they should also receive a Jigsaw account. It is the easiest, most cost-effective and useful Web 2.0 prospecting tool on the market. It’s a tool that we now use without even thinking about it. In my mind, as soon as someone uses Jigsaw, you’ve got them for life.”

About Position2

Position2 is a full service search engine marketing agency, combining the performance goals of clients with a comprehensive and fully integrated methodology to increase traffic, leads, sales and brand identity. With delivery centers in the US and Asia, Position2 provides pay per click (PPC) management, search engine optimization (SEO), web outreach and web analytics services. A personalized yet systematic approach allows Position2 to provide reliable services for clients ranging from startups to Fortune 500 worldwide. For more information, visit www.position2.com

About Jigsaw

Jigsaw is an online directory of business contact and company information, which is built, maintained, and accessed by its global community of more than 300,000 members. Jigsaw provides low-cost, easy access to high-value business information that can be used to identify key decision makers and people for purposes such as sales, marketing, customer service, and recruiting. For more information, visit www.jigsaw.com

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