

# SELLING THE UNSELLABLE WITH MULTICHANNEL MARKETING.



“This is the first time we’ve tried anything outside of cold calling to generate new business, and we’re happy with the results. We understand this is a difficult product to sell and we’re open to a similar approach in the future.” By taking a slightly unconventional ‘multichannel’ approach to sell their e-waste recycling solutions, local company CDS Recycling received some unexpectedly good results.

**Customer:** CDS Recycling

**Website:** [www.cds.com.au](http://www.cds.com.au)

**Industry:** Recycling

**Product:** E-waste

**Challenges:** Selling a recycling service for e-waste to a tough inner city market of businesses with 100 or more employees.

**Goal:** To acquire more of the right type of customer for their e-waste recycling division.

**Solution:** A multichannel approach.

**Results :** 3.5% response rate, with a 27% conversion.

### Overview

As an Australian owned boutique recycling company, CDS specialise in the destruction and environmentally friendly disposal of a variety of products including:

- E-Waste
- Paper & Cardboard
- Plastic
- Metal
- Batteries
- Liquid
- Timber

A key competitive advantage for CDS is its unwavering dedication to reducing carbon emissions, landfill and the environmental impact made by an ever growing amount of consumer and commercial waste.

They originally approached Printcraft for a ‘mail out’, hoping to acquire leads and ultimately new business for their e-waste recycling division. Previously they had used old school ‘cold calling’ methods with various degrees of success.

CDS provided a limited brief including some basic direct mail artwork. Because e-waste recycling is a free service (money is received by on-selling the recycled



material), it was imperative to find the 'right' type of client. Ideally, businesses with over 100 employees would generate enough e-waste to make the exercise profitable.

### The Solution

Instead of a generic direct mail piece, Printcraft mapped out a basic multichannel campaign. A **personalised** direct mail piece would drive customers to a **personalised** landing page and response mechanism. Warm leads, contacts who landed but did not request an appointment, were also provided back to CDS for internal follow up.

#### Data

A database was purchased of companies within the Brisbane CBD with over 100 employees. This yielded only 145 valid records, so the catchment area was increased to include suburbs within a 10km radius of the CBD with over 100 employees. This yielded 315 valid records.

#### Design

Although CDS did not want to include design in the campaign costs, we did reformat the direct mail piece to create a better flow and a clear call to action. A landing page was also produced with a similar look and feel.

#### Results

The campaign was executed with better than expected results.

From 315 records, 11 went to the personalised landing page. From those 11, three went through to order an e-waste recycling bin. Although the database was small, results showed 3.5% of recipients landed, with a conversion of 27%.

CDS were delighted with the results. "This is the first time we've tried anything outside of cold calling to generate new business and we're happy. We understand this is a difficult product to sell and we're open to trying a similar approach in the future".

### Key Recaps

- ✔ Purchase of a database suiting the customer requirements of CDS with 315 viable records.
- ✔ A direct mail piece with a URL directed to a personalised landing page.
- ✔ 11 warm leads landed (3.5% response)
- ✔ 3 recycling bins placed. (27% conversion)

