



# Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





## About Casual Films

Casual Films specialises in video content for business. Over the past 11 years, they have helped Fortune 500 companies attract and retain the best candidates, explain complex products and services, train and develop staff, increase brand awareness, and appeal to audiences in general.

Casual Films is a video consultancy, and expert filmmakers in their own right; fluent in the language of corporate communications. Their proven ability to achieve business objectives with video is what makes them special. Their internal team puts their vast experience to work helping clients maximise the magic of video.



**Barnaby Cook**

CEO

### Industry

Media Production

### Website

[casualfilms.com](https://casualfilms.com)

## Challenges and Scope

**Challenge:** Casual Films was looking to connect with potential new clients, introduce themselves to companies who may or may not be using in-house video and discover opportunities where other film companies might be closing their doors.

**Need:** Casual Films' Ideal Customer Profile targeted those in the professional services industry, focusing on Banking and Publishing companies. The intended audience was directors in human resource and corporate communications. They needed to find these individuals and conduct outreach to them.

**Solution:** CIENCE Technologies orchestrated an outbound campaign, conducting precise research, carefully crafted copy and personalized outreach to drive qualified leads into Casual Films sales pipeline. The outbound sales team consisted of an account manager, project manager, campaign strategist, researcher and sales development representative. The outbound campaign was delivered via multiple channels including email, phone, and a custom landing page developed by CIENCE.

## Why CIENCE

Casual Films was looking to invest in *"efficient and professional"* lead generation, and even though the service cost more than some of its competitors, CIENCE was cast as the lead firm in this appointment-setting journey for its People-as-a-Service approach. Using targeted research and well-crafted content, an outbound marketing campaign was born. Casual Films CEO and Founder, Barnaby Cook describes CIENCE as, *"A great company, with a very joined up team with a process that generates plenty of leads."*



# RESULTS

In its scientific approach to outbound sales, CIENCE zoomed in on Casual Films’ Ideal Customer Profile, researching and identifying their target market and crafting and delivering a finely tuned messaging sequence that would draw forth qualified leads.

In the thousands of touchpoints made by sales development representatives via email and phone from December to May, 2019, Casual Films averaged over 6 appointments per month.

*“They’ve got a brilliant process and team, lovely people to deal with and very knowledgeable and professional - and effective,”* says Cook.

## CIENCE’s Evaluation

Overall Score		★ ★ ★ ★ ★
Scheduling		★ ★ ★ ★ ★
Cost		★ ★ ★ ★ ★
Quality		★ ★ ★ ★ ★
NPS		★ ★ ★ ★ ★





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