



T2 are a leading provider of comprehensive digital marketing services to Irish and international businesses.

**Head Office:** Carlow, Ireland

**Segment:** Design Agency

**No of Staff:** 10

Customers in Ireland, UK, US and Europe

**Key Services:**

- ▶ Web Strategy
- ▶ Digital Strategy
- ▶ Digital Marketing

*“MavenTM really took the time to understand T2’s service and unique approach so they could represent us accurately and professionally to prospective customers.”*

Andrew Tobin  
T2

## Introduction

Since being founded in 2006, T2 has worked with hundreds of organisations of all sizes to help them use the correct web and online tactics to meet business challenges.

T2 have developed a structured, target driven approach to this work to ensure that everything their team of specialists does is focused on delivering real, measurable results for business. They work in partnership with their clients and work on long term engagements to help drive consistent results.

## Need

T2 were looking for a lead generation company to uncover new business opportunities in Irish SME companies for them, and also arrange sales appointments with these companies that would enable T2 to easily engage with them for the purpose of increasing its customer base and sales revenue.

## Why Maven TM

Maven TM were selected because of its knowledge of the Irish market, understanding of T2’s complex offerings and the ability of its staff to engage in high level, informed, peer-to-peer conversations rather than short, one-off scripted conversations.

In short, T2 were satisfied that Maven understood its business, the project objectives and requirements, and also had the capability to execute the campaign successfully.

## Project

Maven TM’s campaign team developed a tailored campaign for T2 that researched the market to identify companies that met T2’s target customer profile. Maven TM’s campaign team engaged with these companies via telemarketing and email activities to investigate potential opportunities with companies who could benefit from having a coordinated and managed digital marketing service and approach. Maven TM then organised sales appointments between T2 and relevant, sales qualified companies to progress the sales process further.

## Results

Maven TM’s telemarketing and lead generation activities resulted in a three-year ROI of approximately 2,400% for T2.