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— Ben Jackson,
Director, Sales & Marketing,
Voices.com



COMPANY PROFILE

Voices.com

#1 marketplace for voice-over talent, connecting businesses such as radio and television stations, advertising agencies and Fortune 500 companies with professional voice talent.

HEADQUARTERS

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Act-On Customer Since 2011

Voices.com Gets 84% Email Open Rate and 40% Click-Throughs

"...we have a much higher close rate..."

Voices.com is an online marketplace where business connects with professional voice actors and voice-over talent. Radio and television stations, advertising agencies, marketing professionals, casting directors and voice talent agencies rely on Voices.com to easily find, audition and hire narrators and other voice-over talent, using the company's award-winning web service and innovative SurePay™ escrow payment service. Voice talent looking for work are equipped with a comprehensive set of self-managed tools to effectively market themselves and conduct business online.

Voices.com clients include NBC, ESPN, PBS, The History Channel, The Discovery Channel, Reader's Digest, Audible, Comcast, Bell Canada, Sony Picture, Microsoft, Cisco Systems, ING, Western Union, American Airlines, Ford, GM, Toyota, the US Government and thousands more.

Ben Jackson has held the position of Director of Sales & Marketing for Voices.com for two years. His portfolio includes leadership and strategic development of sales, marketing, and public relations. Ben's performance is evaluated based on the company's monthly, quarterly and annual sales.

EMAIL – THE FIRST CRITICAL PROBLEM

"Email is a very large part of our business," said Ben. "Prior to Act On we had little control over our automated messages. They were also being sent from multiple applications, and the email systems didn't talk to

each other. We couldn't see who'd opened an email, clicked through, etc. Managing email was a huge issue."

EVALUATION CRITERIA: "USER FRIENDLY" LED THE LIST

Voices.com looked at several systems before choosing Act-On. Ben had specific criteria for an automated marketing platform:

- User friendly, with a short learning curve
- Capable of creating and updating email campaigns quickly and easily
- Able to consolidate all of Voices.com's automated email messages into one simple platform
- Able to report on email open and click-through rates
- A tight integration with Salesforce, and the ability to easily create lists and email contacts generated by criteria from Salesforce CRM

"We found that **the Act-On platform centers on email and gives us everything we were looking for – and more,**" said Ben.

SOLVING THE EMAIL CHALLENGES

"With Act-On **we easily set up automated email campaigns that push/pull data from Salesforce,**" said Ben. "Being able to send customers the right content at the right time is very important to our strategy." "We now have an average 84% email

open rate and a 40% click through rate, well above the industry standards of 22% and 3.5% respectively. We have a **consistent brand message** with the templates. Once an email's gotten the green light, we send the message, or schedule it to be sent, in a mere few clicks."

RAPID IMPLEMENTATION, RAPID PRODUCTIVITY

"You can implement Act-On's platform quickly," said Ben. "I was **sending emails by Day 2**. Our Act-On account was productive within two weeks. In that time I set up our branding, Salesforce integration, landing pages, and lead scores, and fully integrated our Act-On platform with WebEx."

HANDS-ON SUPPORT

"Act-On also provides you with a personal Success Manager. Ours worked closely with us on the initial set-up, and whenever we needed it afterwards. She's always able to answer my questions or get back to me quickly," said Ben. "**Act-On's team has proven to me that they truly care about helping you and ensuring that their solution fits your needs.**"

MANAGE WEBEX FROM THE ACT-ON DASHBOARD

In an average week, Voices.com holds three webinars. The company runs an email campaign before each webinar to target potential registrants. It follows up after the webinar with one campaign for people who registered but didn't attend, and another for attendees.

"This keeps our clients and prospects happy and engaged with more relevant information, said Ben. "**It's easier to create and manage our webinars through the Act-On platform**, as well as our invite and registrant list. There's no need to even log into WebEx."

THE ABILITY TO IDENTIFY WEBSITE VISITORS

"We have over 10,000 unique visitors per day, and prior to Act-On we had no idea who those people were. Now each day I can log in and see not only who comes to our website, but which pages they visit. **I can set up alerts that notify us when certain people visit our site**. The alerts are automatically routed to the correct sales reps, so I know that new prospects and existing customers are being followed up with. This is particularly important to us because we see our customers as people, not as faceless statistics or numbers," stressed Ben.

LEVERAGING LANDING PAGES AND FORMS

"We use landing pages and forms for lead generation, customer service, webinars, social media, and events," said Ben. "Now, **after mailing our e-newsletters, I can convert them to landing pages in one click**. We share that link throughout our social media channels, giving our e-newsletter further reach. Landing pages also allow us to generate multiple URLs so we can track which marketing efforts convert the most."

"The forms are extremely versatile; **I can customize the information we gather in each form**, and I use templates to ensure the branding is consistent with email and everything else. The forms look great as well as being functional," said Ben. "One thing I love about Act-On forms is that when someone clicks through an email, the fields are auto-populated with the user's information. Act-On understands that the less information you require people to fill out, the more conversions you'll have."

SALESFORCE.COM AND ACT-ON: DATABASES IN SYNC

"Database management is everything in our business. With over 1.4 million website page views per month and over 250,000 registered users, information has to be accurate and must be updated in a timely manner; Act-On manages it with ease. Depending on the information coming from landing pages or Salesforce, Act On lets us push and pull data automatically. We have information push/pulling daily and sometimes multiple times per day. We can also automatically update Salesforce with new information obtained through a web form. **I can say with confidence that Salesforce and Act-On are in sync,**" said Ben.

LEAD SCORING REVOLUTIONIZES THE SALES PROCESS

One of Voices.com's challenges was figuring out who to contact and when to contact them. The company now uses Act-On to **score leads coming through the pipeline**, so that the higher the lead score, the more interested the lead.

"Lead scoring revolutionized our sales process," said Ben. "We push lead scores into Salesforce daily and now our sales team sorts their prospect lists based on how people interact with the website. It's like taking the blindfold off of our entire sales department; instead of searching for a needle in a haystack we let Act-On identify the needles. This means we waste less time talking to disinterested prospects. In turn, **we have a much higher close rate.**"

DRIP CAMPAIGNS: LET THE CLIENT DRIVE THE RELATIONSHIP

“I love drip campaigns,” said Ben. “It’s like creating a ‘choose-your-own-adventure’ novel, letting your clients determine what information they want to receive. We’ve set up **drip campaigns for both our business clients and voice talent members**. We start and stop the campaigns automatically based on customer response or activity. Each drip campaign has a single goal, and when it’s reached the client is exited out of that campaign and put into a new drip campaign appropriate to their status. We can keep all of our information and messaging relevant to the needs of each client at that time.”

THE BIG PICTURE

“With Act-On, we keep our current customers engaged with relevant, timely messages, resulting in a higher retention rate. Our sales reps spend more time talking to genuinely interested prospects and less time trying to find the right people. Branding and messaging are more consistent,” said Ben.

“If I want to do something I’m confident that I can do it within the Act-On platform, and I know that I’m not going to be spending a lot of time setting it up,” he added.

“The Act-On platform has delivered! I’ve been in the web business for over 10 years and I can say that **Act-On is one of the easiest interfaces I’ve ever come across.**”

ADVICE FOR ANYONE EVALUATING A MARKETING AUTOMATION PLATFORM

“If you’re evaluating automated marketing systems, make sure you sit down and assess your current systems. Think about your biggest challenges and what the best possible outcomes to those challenges are,” said Ben.

“When I look for service providers I always look to the best. I consider Act On to be the best automated marketing platform on the market.”

About Act-On Software

Act-On Software’s Integrated Marketing SaaS Platform is rapidly becoming the foundation for successful marketing departments in organizations of all sizes.

Act-On’s highly intuitive user interface, Instant-On™ database, and complete online marketing tool set, have enabled the accelerated adoption of marketing automation technologies by smaller marketing teams without dedicated database maintenance, process analysis and IT support.

Act-On Software is located in Portland, Oregon, and is backed by Trinity Ventures, US Venture Partners, and Voyager Capital.

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