CASE STUDY:

How GlobalTQM signed 131 clients in 30 days



Overview

Eager to ramp up service sales for a new business division, Global Regency hired The Impact Copywriter to create a lead-gen campaign to use on the backend of a guest-speaking opportunity. Two months after the speaking event, the company had brought in 131 new clients, generated 500+ leads, and scaled sales beyond capacity.

COMPANY:	GlobalTQM (Global Regency)
PRODUCT:	China to Amazon
ASSETS:	long-form sales page free ebook landing page
RESULTS:	131 new clients, 500+ leads in 30 days



Challenge

A new business division. With a one-time opportunity to capture hundreds of warm leads.

Sales reps can't sign clients without good leads.

That's why, when Global Regency's CEO David Hoffmann launched a business division that targeted a brand-new market segment, he knew his #1 priority was lead generation.

Global Regency is a China-based sourcing and quality control office with decades of experience helping well-established, multi-million dollar brands (like QVC, Sunbeam, and Cuisinart) fuel their supply chains with Chinese imports.

Since the company's founding, Hoffmann and team have focused almost exclusively on clients who fit the big brand mold.

That was, until the CEO recognized an untapped opportunity.

With the development of the Amazon marketplace and similar platforms, the number of new product startups was growing.

And Hoffmann was confident this market would expand exponentially as more and more entrepreneurs took advantage of the lowering barriers to entry.

Challenge - continued

None of his competitors served the startup segment, which meant:

Global Regency could establish itself as a market leader.

Hoffmann seized the opportunity to be a first mover. And he and his team launched GlobalTQM, a business division under the Global Regency umbrella aimed at startups who wanted to source products from Chinese manufacturers.

They quickly signed 3 early clients and secured proof of concept. But before they could ramp up sales, GlobalTQM needed more leads.

What's the absolute fastest way to generate a bunch of great leads?

Strategic partnerships.

Hoffmann negotiated an online guest-speaking opportunity that would put him in front of hundreds, potentially thousands, of warm leads who were already in the process of building Amazon businesses.

The only issue was: The list of event attendees would not be shared directly with Hoffmann's team, which meant: they had to figure out a clever way to capture leads during the event so that they could follow up with good-fit prospects later.

That's when GlobalTQM turned to The Impact Copywriter's founder Paige Swaffer for help devising a creative solution.

Solution

A 2-pronged campaign to bring in leads and clients. At the same time.

Since Hoffmann was handling all of the initial sales conversations at this stage, it was essential to weed out hobbyists and tire kickers. So he could spend his limited time talking to serious prospects.

Paige also pointed out the importance of collecting as many leads as possible for longer-term nurturing.

Together, they landed on a 2-offer approach:

- 1. **To identify the ready-right-now leads**, there would be an opportunity to schedule a paid strategy session with the CEO.
- 2. **To generate as many leads as possible**, Hoffmann would offer attendees GlobalTQM's new book for free in exchange for their name and email address.

Given this event was a one-time opportunity, it was critical to nail the messaging on the first try.

GlobalTQM likely wouldn't get another chance with this audience.

Put simply, there was no room for guessing.

To see results with this campaign, Paige had to know:



Solution - continued

- **Buying Motivations:** What motivated Amazon sellers to source their products from Chinese manufacturers? Were they actively looking for help with sourcing? And if so, what prompted the search?
- Desired Outcomes: Beyond simply sourcing products from China, what other outcomes played a role in buying decisions? Were there deeper, more emotional factors involved? And if so, what were they?
- **Current Solutions:** How were Amazon sellers currently dealing with Chinese factories? What was and wasn't working? And were prospects even aware that a solution like GlobalTQM existed?
- **Purchase Criteria:** What expectations, if any, did decision-makers have for a sourcing partner?
- **Buying Objections:** Why might potential buyers doubt they need a sourcing solution? What anxieties or objections could potentially keep them from starting a conversation?

Knowing what voice-of-customer data she needed was the easy part.

Collecting it? That was the challenge. Because GlobalTQM was entering a new market and had only a handful of clients and no existing leads, data sources were limited.

She began by collecting, synthesizing and analyzing:

• Interviews with existing clients. These discovery calls provided reliable insights into buying motivations, outcomes, failed solutions, purchase criteria, and objections from actual buyers.

Solution - continued

- Interview with the CEO. This conversation helped Paige fully understand the market need and let her see the ideal client through the lens of an industry veteran who had spend hundreds of hours talking to prospects over the years.
- Sourcing-themed conversations in online forums. In-the-wild sourcing conversations helped fill the gaps in the problem context.

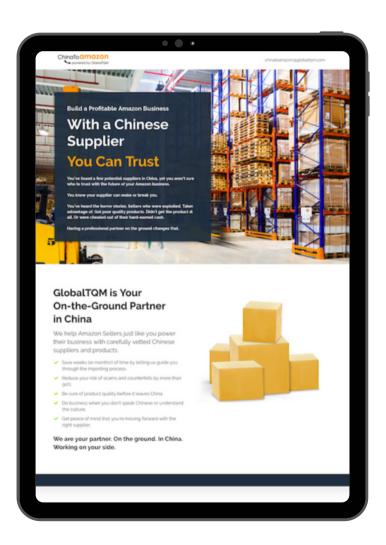
Despite the small data sample, her analysis uncovered plenty of conversion-critical insights.

For example:

- Clients most valued their image. Working with GlobalTQM helped them look like professional buyers, not startups, which made Chinese factories take them seriously. This insight formed the foundation for the value proposition: "Become a big shot buyer overnight."
- There were a host of hidden problems that inexperienced companies weren't yet aware of. These issues had the potential to destroy entire businesses or, at the very least, become expensive fixes. For instance, without trademark protection in China, manufacturers could legally steal a brand's product design and fabricate identical products. GlobalTQM protected startups from problems they didn't even know they faced. And to Paige, this meant ideal buyers had to be educated on the risks of doing business in China before they could fully realize the value of working with Hoffmann's team.

Solution - continued

- Positioning against competitors wasn't necessary. Most sourcing companies didn't work with startups. And the only alternative solution prospects were aware of was handing the sourcing themselves.
- Startups worried they were too small to work with a sourcing partner like GlobalTQM, a belief that could prevent otherwise ideal clients from reaching out.



Using this data, Paige developed the initial purchase profile and messaging strategy and then wrote a VOC-inspired campaign, which included:

- a sales page to promote the client-creating strategy session offer,
- an ebook landing page to collect as many leads as possible, and
- an exit-intent "downsell" popup that would promote the free ebook to sales page visitors who opted not to book a call.

Results

131 new clients. 500+ leads. Booked more business than they could fulfill.

The speaking event proved to be a pivotal opportunity for jumpstarting GlobalTQM's client and lead base. Thanks to the 2-pronged campaign, 30 days after the event, Hoffmann and team had...

- brought in 131 new clients through paid consult calls and
- generated 500+ leads via the free ebook.

The best part: Two months after the event, the campaign had...

generated so much work on the backend of the consult calls that the team had to shut the sales page down to catch up with their service orders.

And with the demand for services outpacing capacity, GlobalTQM was in a prime position to grow.



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"Paige has been amazing to work with. Incredibly organised, efficient, and on the mark. Her work always exceeds expectations." - **David Hoffmann**, CEO

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Paige Swaffer

Conversion Copywriter Founder at The Impact Copywriter

\$150K in sales

165% lift

233% lift

131 new clients 366% boost 1000+ ebooks

