

How FCR Media Belgium generated more sales by streamlining their process

“Identifying pain points in the digital presence of our customers on a very detailed level allows us to sell the right solution to the right customer and to offer them real value.”

Bart Van der Heijden - Director of Strategy & Innovation, FCR Media Belgium

10x
higher conversion rates.

13%
of leads converted to a sale.

The challenge

FCR Media Belgium was struggling to identify potential customer’s digital presence and marketing performance and manage a consistent sales approach. The problems were:

- Marketing was not able to generate qualified leads at scale to identify potential new customers or for up-sell and cross-sell opportunities to existing customers.
- Sales reps used multiple tools that identified the same customer problems.
- Using multiple sales tools meant an inconsistent sales approach.

In many cases, sales representatives relied on their personal experience and knowledge rather than the tools provided, which led to wide variations in conversion rates and an inability to scale training and expertise across the sales teams.

The solution

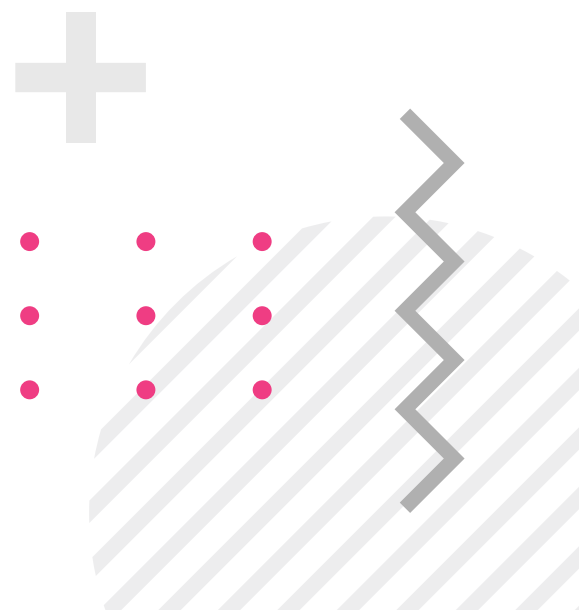
FCR Media Belgium selected Insites and the “digital health check” landing page to provide an all-in-one solution to improve lead generation and give structure to the sales process.

FCR Media Belgium implemented this approach throughout the organization, and it is now used daily.

“We can see a measurable improvement in our lead generation and conversion rates before and after Insites, and that’s what counts.”

Jochem Vermeiren

Product Manager, FCR Media Belgium



The implementation has provided a structured and measurable approach to identifying up-sell and cross-sell opportunities at scale on existing customers and generating leads from prospective customers via the digital health check landing page.

By using only one tool, the sales training and sales processes were simplified. Insites reports provides an objective and detailed view of the website and online presence of the SME and identifies the “pain points” in a client’s digital presence, opening opportunities to sell multiple solutions.

Being able to adapt Insites to FCR Media Belgium’s specific needs, including dual language support, was an important factor in the selection of Insites as their solution provider.

Outcomes

Insites reports significantly improved the volume and quality of leads delivered to sales.



Higher engagement - Marketing activities generated 10 times higher conversion rates when prospects did a digital health check



Hot leads generated - 15% of landing page visitors from Facebook campaigns ran a digital health check and became hot sales leads.



High sales conversion - 13% of leads that performed a digital health check converted to customers.



Sales Confidence - Training on the Insites Tool has provided structure and scalability to our sales presentations and given reps confidence to present multiple recommendations to customers based on objective metrics.

About FCR Media Belgium

FCR Media Belgium is the largest Belgian digital marketing agency for SMEs and the self-employed. By enabling businesses to be optimally findable on the Internet and social media, we boost their sales. FCR Media has 50 years of experience in the SME market. A team of experts creates and optimizes websites, videos, Google and Facebook ads and much more every day. We have a partnership with Microsoft and besides being a Google Premier partner, we are the only Bing Ads partner in Belgium. Customers can count on the expertise of certified specialists and a team of digital experts that optimizes the online presence of companies on various platforms, including goldenpages.be. Thanks to a customer and result-oriented approach of our employees, we have around 30,000 satisfied customers in total.

About Insites

Insites is a web intelligence company based in the UK. Founded in 2001, they help analyse the digital presence of tens of millions of businesses every year. Learn more about Insites at insites.com