

Integrated Marketing Bureau Uses Caspio to Find Great Sales Leads For Clients



**INTEGRATED
MARKETING BUREAU**
Generating Leads > Nurturing Prospects > More Sales

COMPANY PROFILE

Integrated Marketing Bureau (IMB) is a consulting firm that uses a unique social selling blueprint to aid companies in developing robust lead generation, prospect nurturing and sales optimization strategies.

integratedmarketingbureau.com

CHALLENGE

IMB needed to build and deploy a secure online database that was capable of organizing and storing data that would be used to generate sales leads for its clients.

SOLUTION

Despite having no experience in coding, IMB was able to use Caspio's visual user interface and point-and-click wizards to quickly build reliable and secure database applications.

BENEFIT

IMB used Caspio to build two indispensable business applications that generate sales leads and optimize sales follow-ups, with more applications in the pipeline.

“Caspio is incredibly secure and so easy to use. The level of sophistication and ease of integration is simply phenomenal.”

Rupert Honeywood
Founder, Integrated Marketing Bureau



THE RIGHT KIND OF LEAD

“A-B-C,” begins Alec Baldwin in his famous monologue in the 1992 film *Glengarry Glenn Ross*. “Always be closing. You’ve got leads, use them!” he declares with force. This powerful scene underscores the value of finding and using strong sales leads in business. The characters in the movie go to great lengths to win stronger leads.

Strong leads are essential for companies looking to accelerate growth. To find these leads, companies consult Integrated Marketing Bureau (IMB). Based in London, IMB aids companies to grow and scale their businesses through a unique social selling blueprint comprised of lead generation, prospect nurturing and sales optimization services.

Where do these leads come from? Rupert Honeywood, founder of IMB, has a specialized process of generating strong leads from a range of sources that include past sales records, financial statements and customer profiles. For IMB to remain at the top of their game, it’s crucial that they have secure and scalable applications that are able to store, organize and process large volumes of data to generate these leads. The applications should also be flexible enough to integrate with other systems and accommodate modifications to their lead generating process.

THE SEARCH FOR A FLEXIBLE PLATFORM

At the time, Honeywood and his team were already using a popular off-the-shelf database management software. However, the product lacked the extensibility and flexibility IMB needed. The system was also frustratingly

complex and Honeywood frequently needed the maintenance services of costly third-party vendors. Other off-the-shelf solutions were just as complicated to use and often encumbered by hidden costs.

Because of the limitations of their previous system, Honeywood realized that developing custom database applications himself was his best option. This will give him the flexibility to tailor the functionality of his applications to IMB’s exact needs. Honeywood needed an easy-to-use platform that gave him the power to quickly build and deploy database applications.

BUILDING SOPHISTICATED APPLICATIONS WITHOUT CODING

Honeywood is not a developer and has little experience in coding. However, when he discovered Caspio, Honeywood was blown away by how easy it is to use. “The great thing about Caspio is that it enables me to develop sophisticated applications without having to know much coding,” Honeywood shares. “All you need is an idea of how you want to design your database and how it should be structured.”

Using Caspio’s visual point-and-click application builder and integrated cloud database, Honeywood quickly built IMB’s Lead Management and Sales Optimization System (LMSOS) – an application that records and stores different sets of data that enables customers to target their leads more efficiently. The Caspio all-in-one platform also allowed Honeywood to create IMB’s Sales Optimization System (SOS), which has a “sales optimization messaging” feature that helps their customers increase their conversion rate by identifying prospects for follow-ups.

Honywood praises Caspio's integration and security features. "Integration with other systems is impressive," shares Honywood. "Security is strong as well and we've never had a problem. I have a lot of confidence in Caspio and trust it completely."

DOING MORE AT A FRACTION OF THE COST

Caspio allows Honywood to respond more effectively to the needs of his clients. Since he's developing applications himself, Honywood is also able to avoid the added cost of contracting third-party developers. "The functionality is unbelievable," says Honywood. "Previously, we would have needed to bring in a lot of people to do the coding work. It's not necessary to do that anymore because the platform is easy to use."



Complete Application Development Tools

Caspio's point-and-click user interface allows Honywood to create online databases with minimal coding.



Seamless Integration With Existing Corporate Systems

Caspio makes it easier for developers to expand the functionality of their applications because it works well with other systems such as Amazon, Zapier, Dropbox and Google Drive.



Scalable Cloud Database

Caspio is built on Microsoft SQL Server, an enterprise-grade database system that allows IMB to develop applications securely and reliably.

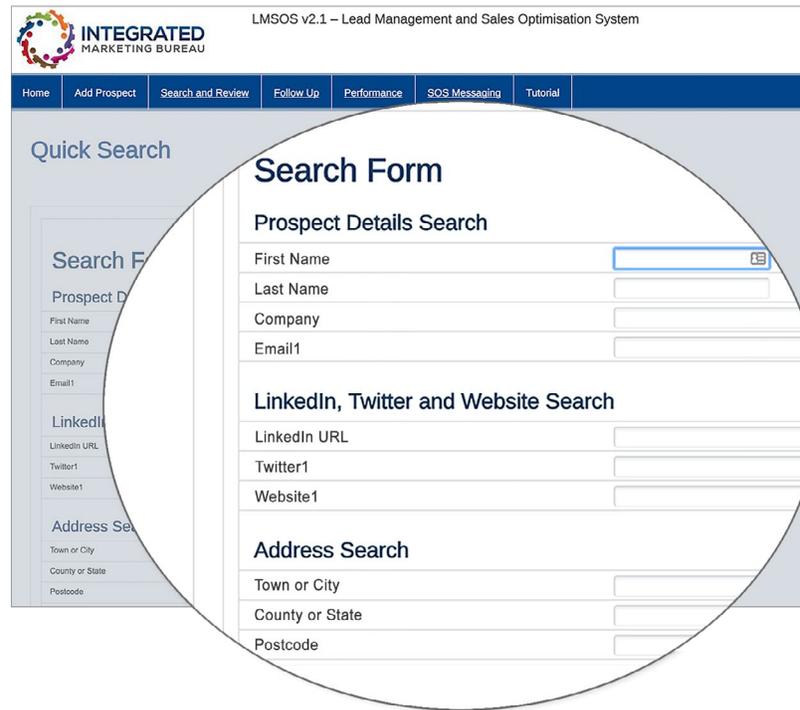


Industrial-Strength Security

Strong administrative, technical and physical safeguards protect sensitive data from hacking and unauthorized access.

MORE PROJECTS AHEAD

Pleased with the added value they bring their clients through their LMSOS and SOS applications, Honywood and his team at IMB look forward to creating more applications with Caspio. "The fact is that it's now possible to develop technology-based solutions ourselves," says Honywood. "The performance of the Caspio platform is amazing. My confidence in developing applications grows with every new release."



IMB's Lead Management and Sales Optimization System (LMSOS), Powered by Caspio



Application Developer Spotlight: Rupert Honywood

Rupert Honywood is an entrepreneur who is passionate about creating solutions that allow companies to scale, expand and grow. His unique approach to providing quality consultation services leverages his skill in forging strong customer relationships and ability to translate data into an effective sales and marketing strategy. Although he is not an experienced coder, Honywood used Caspio to quickly and easily create sophisticated applications that uses data insights to generate leads and craft effective sales messages.



COMPANY PROFILE

Caspio is the leading cloud platform for building custom business applications without coding. Embraced by business professionals for ease of use and trusted by IT professionals for security, compliance and scalability, Caspio's all-in-one platform provides everything needed to capture data, share information and automate business processes. The combination of a powerful online database, rapid application development tools and scalable cloud infrastructure reduces software development time by up to a factor of 10. Caspio powers more than one million applications for businesses of all sizes in over 100 countries, ranging from global corporations and government agencies to universities, nonprofits and small businesses.

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