



Case Study

"Fuelling growth"

Infinity Tracking is a leading provider of call tracking and hosted PBX services. It's pioneering internet based technologies empowers decision makers in marketing, sales and operations teams to create insightful and lucrative strategies.

The company wanted to run inbound marketing campaigns to generate marketing qualified leads. However, to ensure success it wanted a partner agency to help drive inbound campaigns and support them along the way.

Because of its deep experience and knowledge of inbound marketing, Infinity Tracking turned to Champion, which, in turn, launched a training and consultancy programme.

This consisted of an ongoing 6-week implementation program to get the Infinity Tracking team up and running in HubSpot, taught on a one-to-one basis. Importantly, a half-day training session on the strategic thinking behind inbound marketing was held.

This was critical in that it explained the essential importance of ensuring that a strategy is in place before a campaign is launched alongside a roadmap and execution plan.

As a result, Infinity Tracking was able to launch its first ever fully automated inbound marketing campaign, a significant moment in an important journey. As such, the course was well received by Infinity Tracking's marketing team with Champion receiving an approval and satisfaction rating of 98% from the team.



CHAMPION COMMUNICATIONS

Growing big-data
technology businesses

www.championcomms.com

Client

Infinity Tracking

Industry

Telecommunications

Champion provides

Inbound marketing

Location(s)

UK

"We enlisted the support of Champion Communications at the beginning of our inbound marketing journey. They helped with strategic planning, practical implementation and the training and development of our team. We are now using HubSpot to grow our business and Champion has been absolutely central to this."

Carol Carini

Senior Marketing Manager