



Total Power

Customer Success Story

Power Generation Campaign Creates Immediate Return on Investment and Drives New Sales in New Markets

Total Power Ltd., Canadian based Total Power Ltd. Specializes in the supply and service of emergency power systems and diesel engines.

The Opportunity

As one of Eastern Canada's largest emergency power solution providers Total Power wanted to capitalize on the catastrophe of August 2003's 'Blackout'. After power was restored to much of the northeastern United States and southeastern Canada the team at Total Power knew that there would be a demand for their products. The problem Total Power faced was how to get their message to market fast enough in order to capitalize on the opportunity.

The Solution

Total Power partnered with EMG Marketing Group to design and launch a highly effective sales generation strategy targeting businesses across all of Ontario.

The campaign targeted 5,000 business decision-makers in several targeted industries including petroleum companies, electrical utilities, hospitals and food processing and manufacturing companies. EMG used their highly accurate business database and designed and delivered the entire campaign in under three weeks.

The Results

Within 4 days of launching the campaign the leads started to arrive - the very first sales lead resulted in a \$35,000 sale of a power generator. As a direct result of the campaign sales of Total Power generators have significantly increased. Total Power credits the EMG sales campaign with their best two quarter sales performance.



- sample of the EMG designed sales lead generator.

"The very first sales lead we received from EMG resulted in the sale of a \$35,000 power generator ... I couldn't believe it, that one lead paid for the total cost of the sales campaign and more.

The biggest problem we have now is finding the resources to respond to all the leads... What a great problem to have."

- **Graham Clark, President,
Total Power Ltd.**