



The Client

Livestream provides a complete set of hardware and software tools for event owners to share their events live online. Founded in 2007 and with headquarters in New York, Livestream has a following of over 40 million event viewers each month.

The Brief

The monumental success and 10,000+ users of Livestream up until now has been built entirely on inbound business. In April 2015, Livestream engaged with Blueprint to trial a new outbound business development strategy. Blueprint was tasked over a six-week period with sourcing and researching event managers and arranging 50 introductory online demos for the Livestream sales team.

The target: 50 demos across six weeks.

The Delivery

Blueprint organically researched 1,000 qualified event management contacts and scheduled 94 demos. Livestream attended 50 of these demos and 25 opportunities were identified. As a direct result, Livestream won six new clients with £65,000 in recurring annual revenue.

They said...

"I went to Frances as I needed someone I could trust with proving this concept. By leveraging talented people with a sales background, it meant our project was understood quickly and the team adapted to changes with ease. They felt like an extension of my team and exceeded my expectation. It was a pleasure working with them." **Mahdi Motamedi, Director of Live Video Business Development, Livestream.**

Outlay: £5000. Return £65,000.

