

CASE STUDY

Historical Society Goes Digital Thanks to Cold Call

ABOUT OUR CLIENT

Anderson Archival provides museum-quality digitization and archival services to preserve collections for future generations. They offer many services that transform collections into powerful preservation and research tools.



DIFFICULTY FINDING BUSINESS

Anderson Archival needed some help finding organizations looking to digitize and save historic collections for the future. They wanted to learn about those organizations' needs and then connect with key decision-makers through face-to-face meetings. They signed on for Abstrakt's Outbound BDR program to achieve this goal.



COLD CALLING TO THE RESCUE

Through strategic cold calling, Abstrakt was able to connect with leaders from the Saint Charles Historical Society and discovered that they were thinking about digitizing their historical catalog. Our team then discussed the unique services that Anderson Archival can provide through white-glove level dedication in every project they complete.



LONG-TERM PROJECT ACHIEVED

Ultimately, we set up a meeting between Anderson Archival and the Saint Charles Historical Society, leading to the implementation of a multiphase and multiyear digitization project for historical family texts and material, as well as creating a searchable database through CatalogIT.

Save yourself the time
and effort of scoping out new clients.

**Reach out to the business growth
experts at Abstrakt instead!**

ABOUT ABSTRAKT

We are a B2B lead generation company with more than a decade of experience growing businesses. We use proven lead generation tactics, both inbound and outbound, to cause predictable growth for our exclusive partners.



sales@abstraktmg.com
314-577-0342 | abstraktmg.com