

Mackay IBB campaign case story

We recently finalized an IBB campaign through Mackay Equipment, one of our two dealers in Canada. The campaign included a limited time offer on the full FarmOnline package including either a DOL 539 upgrade kit or a completely new DOL 539 controller in exchange for an old controller.

What did we do?

- Roll-up in show rooms
- Handouts distributed as any giving opportunity
- Customers informed when they called Mackay
- Mouth propaganda, customers talking to each other

What did Mackay sell?

- More than 50 packages sold
 - Lots of competitor controllers replaced
 - Getting new customers
 - Lots of SKOV controllers upgraded
- 25% add-on sales
- Billing of installation

Testemonial from Mackay:

- *“We are quite confident that the sales under this program promotion will again double, after the campaign deadline is passed, as there is now a significant 'rumour mill' at work among the customers.”*
- *“Other SKOV equipment is being sold at the same time - this is giving us a great opportunity to promote the SKOV System as well.”*
- *“The campaign is very successful - SKOV A/S has made a very good decision in maintaining market share and contributing to a positive customer experience.”*
- *“An investment in an industry that no one has ever done before - congratulations.”*
- *“We have not only reached the sales target, we sell more than expected. But of cause that is part of the entire idea of IBB campaigns/projects. A time period with focus, leads to long-term sales opportunities and dialogue with the customers, also about other aspects than just the products included in the campaign/project.”*

SKOV
Climate for Growth

Mackay Equipment
At the intersection of Agriculture and Technology

**Buy FarmOnline® -
get a DOL 539 house computer for free**

Limited-time offer