



B2B Promotion Made Easy With Web Forms - HALO Branded Solutions

About the business

Most people have and use promotional products both at work and at home every day. HALO Branded Solutions, headquartered in Sterling, Illinois, is one of the nation's leading promotional products distributors, helping 40,000 satisfied clients with their branding and promotional marketing each year. From branded gifts and awards to trade show items, HALO has an extensive catalog to cater to all types of businesses and organizations. HALO's website is the central interface with their clients and is a valuable resource that enables users to order fully customized products online. HALO.com not only showcases the complete range of promotional products available through HALO Branded Solutions, but it also connects prospects to 700+ local account executives that have been serving HALO's clients for over 60 years.

Issue

While running a PPC campaign targeting the calendars section, the marketing team of HALO realized that many of the people clicking their ads were searching for "custom calendars" and they didn't have an easy way to engage those customers on their website. They realized then that they needed a quote request form specifically for custom calendars. At this point, the team began searching for an online tool to provide easy form generation.

123ContactForm solution

The marketing department of HALO Branded Solutions compared several web form builders before opting for 123ContactForm. However, the features and customization offered in the similar price range by other services were not up to par.

"We decided on 123ContactForm after trying the free version because it offered a professional look with multiple customization options, it was very intuitive and easy to use, and the savings offered for purchasing a 1 year plan beat out the competition", states Pathik Bhatt, Marketing Executive at HALO.

With 123ContactForm, the team created a quote request contact form on their Custom Calendars page to help them better understand and serve the customers.

Tools used and overall payoff

- Get-quote forms
- Custom themes and notifications
- Custom thank-you pages.

The sales team of HALO now has a handy tool to explore customer profiles. They now plan to extend and create more forms on PPC landing pages with 123ContactForm.

TESTIMONIAL

"We needed a white label solution that could easily integrate with our website's back end. 123ContactForm has saved us hours of time (and money) by enabling us to create custom forms without any coding or outside help. I can happily say that 123ContactForm has paid for itself after just one form."

(Pathik Bhatt, Online Marketer, HALO Branded Solutions - www.halo.com)

Summary

1 ISSUE

HALO Branded Solutions needed to create custom get-quote forms for the landing page on a specific section of the website. The service had to be easy to use and provide flexible forms that could be adapted to the image of HALO

2 SOLUTION

123ContactForm helped the team create forms in just a few minutes, to gather all the needed data from their customers. They customized the appearance of forms and the message submitters receive after filling in their data

3 PAYOFF

The tools offered by 123ContactForm were highly cost effective and cut many steps of the prospecting process. HALO Branded Solutions can now receive refined leads to use for their sales purposes.