

“Sales Navigator has helped us increase our pipeline of prospects and has kept the sales team more engaged and purposeful in their outbound work and new client acquisition.”



Toby Hopkins
Sales Director at
Bridgeman Images



Location
London, UK

No. of Employees
75-100

Industry
Museums and Institutions

Bridgeman Images Gets the Full Prospecting Picture with Sales Navigator

CHALLENGE

Bridgeman Images is a relatively small operation with enormous reach, licencing the world's best art, cultural, and historical images and footage to publishing, creative, and corporate clients worldwide. While recognized as a leader among its existing customer base, Bridgeman wanted to build brand awareness and reach key decision makers who lacked familiarity.

SOLUTION

In efforts to identify those decision makers, Bridgeman Images turned to Sales Navigator. By accessing rich professional data and advanced search filters, Bridgeman's sales team was able to drill down to its most valuable markets—such as design, art, advertising, and editorial—while also gaining a better grasp of the interests and aspirations that drive their existing and potential clients.

RESULTS

Since setting up Sales Navigator, Bridgeman has been able to increase pipeline while breaking into untapped markets. Through a more sophisticated prospecting approach, the organization has aligned its business development program with established high-quality account management. One tactic that's been especially effective, according to Sales Director Toby Hopkins, is identifying competitors of companies Bridgeman was already doing business with, then connecting with purchasers and influencers in those companies.