



LEAD GENERATION CASE STUDY

FRANK MORENO, CMO

Executive Summary

Lead generation is the process of attracting and qualifying potential customers for a product or service. It is an essential part of any sales and marketing strategy, but it is especially important for companies who are seeing a decline in sales.

Whatever the reason, lead generation can help a company to identify and reach potential customers who are interested in their products or services.



LEAD GENERATION

Insights

Problem:

- The company was focused on current projects and not enough on developing new leads.
- This resulted in a decline in sales and a decrease in market share.

Solution:

- The company implemented a new sales and marketing strategy that focused on developing new leads.
- This included:
 - Creating a new lead generation campaign targeting buyers and influencers
 - Investing in content marketing that addressed customers issues
 - Marketing at industry events and focusing on high potential leads
 - Comprehensive communication strategy to potential customers

Results:

- The company saw a significant increase in new leads.
- LinkedIn followers increased by 80%.
- Market share increased by 5%.

Conclusion:

- The company's new sales and marketing strategy was a success.
- By focusing on developing new leads, the company was able to grow its business and achieve its goals.

Noteworthy:

- Before developing new leads, the company had to identify its key markets. After identifying the markets, the hard work was identifying who are the buyers and who are the influencers in each of those markets.
- It is imperative that marketing refocus its efforts on the key markets and the buyers and influencers within those markets.

Conclusion

"Identify who your ideal customers are and develop a sales and marketing strategy that identifies what their problems are and how you can be the solution."

Frank Moreno

