

CASE STUDY: Lead Generation

- **Situational Overview**
 - Regional environmental risk management and industrial hygiene consulting company with \$25 million in revenue seeking to expand business service offerings among existing customers and acquire new clients generates 15% annual growth from lead generation and focused b2b marketing and selling activities.
- **Challenges**
 - Increasing and aggressive competition
 - Low customer and prospect awareness of full-portfolio of service offerings
 - New service targeting new customers in new industries, such as Hospitality, Property Management and Commercial Facilities
- **Actions**
 - Identified potential industries, prospects, customers and decision makers
 - Developed unique and compelling messaging targeting on geography, sector, department, job title and facilities
 - Implemented content-based lead-generation emails and optimized with A/B testing
 - Oversaw the website re-design, SEO optimization and use of paid search
 - Implemented CRM program and email campaigns
 - Developed proactive content plan with flexibility for relevant reactive content
 - Established resources and structure for ongoing marketing management and implementation
- **Results**
 - Increased annual revenue 15% to \$29 million in 12 months.
 - Spend in search, organic and email at \$72K resulting in \$700K in new customers (10X ROI on spending)
 - Increased incremental enterprise value by \$4 million
 - Client transformed into a motivated Chief Outsiders advocate