

Case Study: Lead Generation

The first 45 days with  Gnatta

“How long will it be before I see some results from my new marketing campaigns?”

Who are Gnatta?

Gnatta – a disruptive software provider within the call centre and customer experience arena.

What did they want?

Fast results (i.e. leads) to demonstrate to the business that the new investment in lead generation would work. Reaching the right decision makers and starting conversations with sales.

What we did:

Created an integrated lead generation campaign, using HubSpot, GDN and LinkedIn paid activity as well as a strategic LinkedIn connection programme.



Performance Marketing

GDN and Paid Social Media campaigns, using various types of content and retargeting.



Content Plan

Creating three-month content plant including social, animation and long tail content, all aligned to key word targeting.



LinkedIn

Automated LinkedIn requests with automated follow up and then transferring to Hubspot for sales nurture.

Results:



LinkedIn

 **288x** increase in post impressions


 **500%** increase in page followers

16 leads from LinkedIn ads alone

220 new LinkedIn connections



Website

 **1000%** increase in new visitors when compared to previous period



Meetings

3 meetings with names like Sainsbury's, Hitachi and my Optique Group

What's next?

Following the success of the programme, as well as continuing the above, programmatic email nurture programmes have been set and a continued emphasis on content supported outbound marketing.