

# Case Study

BOOSTING SALES PIPELINE FOR A  
US-BASED TECH SOLUTIONS  
PROVIDER

## Company Introduction

A leading US-based tech solutions provider specializing in cloud infrastructure services wanted to expand its sales pipeline with high-quality leads in the enterprise sector. Their goal was to reach senior decision-makers, specifically in IT departments, to promote their cloud infrastructure solutions.

### Here's a breakdown of our approach:

1. Target Persona Identification:
  - Created a list of US-based companies that aligned with the target persona (CIOs and IT Directors in large enterprises).
2. Multi-Touchpoint Engagement:
  - Designed personalized, multi-touchpoint email campaigns tailored to each lead, offering valuable resources such as thought-leadership articles, whitepapers, and case studies.
3. Lead Nurturing:
  - Utilized Marketing Qualified Leads (MQLs) to initiate engagement and then nurtured leads through informative content, tracking their interactions and transitioning them into Sales Qualified Leads (SQLs).
4. BANT Criteria:
  - Applied BANT criteria to ensure leads had the necessary budget, decision-making authority, a clear need for cloud services, and a defined timeline for making a purchase decision. This enabled us to prioritize leads that showed strong buying intent.



### Objective

The client aimed to target Chief Information Officers (CIOs), IT Directors, and other key decision-makers in the enterprise space to increase awareness and sales of their cloud infrastructure services. They sought a B2B lead generation strategy that would deliver sales-ready leads (SQLs) to their sales team and drive measurable growth in their sales pipeline.



### Solution

We implemented a comprehensive B2B Lead Generation strategy based on targeted Email Marketing campaigns and Content Syndication designed to engage senior IT professionals. Our process was data-driven, employing the BANT (Budget, Authority, Need, Timeline) methodology to prioritize leads with the highest likelihood of conversion.



### Results:

Our targeted lead generation and nurturing strategy delivered significant results for the client:

- 45% increase in SQLs within the first 3 months, surpassing expectations and creating a steady flow of qualified prospects.
- 30% increase in sales-qualified appointments with key IT decision-makers, providing the client's sales team with more high-value opportunities.
- 250% ROI was achieved, with 20% of SQLs converting into paying customers, resulting in substantial revenue growth and long-term business relationships.