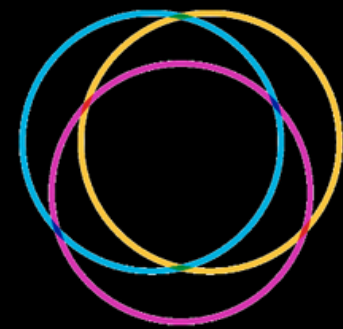


Case Study.



MAR GEN

The Marketing & Lead Generation Agency



This is the case study based on the performance of our lead generation campaigns for one of our clients based in the technology sector

The Problem

Integrella were established within the banking sector for delivering strong solutions to the banking sector. They had reached the point where they felt they needed to expand and diversify their reach and obtain new contracts and visibility within other industries while expanding into other demographics to fully utilise their global team of expertise.

01

Only known within one sector and although establish, posed restrictions on growth

02

Needed to expand into other sectors to achieve their desired growth target

03

Relied solely on inbound/Expo/word of mouth to generate new business

Solution

01

Analyse where their expertise and strength lay within the banking sector and how that could be utilised in other sectors

02

Analyse the onboarding process & create an array of avatars that would be suited to contact: role, industry & revenue

03

Begin outreach with their target audience, engage with and fill their pipeline with meeting for prospects that match criteria



Understanding The Market

It was important for both Integrella and ourselves to fully understand the industries they were looking to approach in order to fully understand the intricacies and problems they faced so that both our engagement team and Integrella's sales team were ready to talk confidently with prospects and increase both ROI of the campaign and Integrella's reputation within the new markets.

Before We Go Live...

Reputation is everything in business and it's important we understand our clients values throughout before we go live on any campaign. In many ways, the prep is more important than the outreach ourselves as we act on behalf of them.

This requires detailed analysis of our clients in the run-up to the campaign goes live and we become an extension of your business.

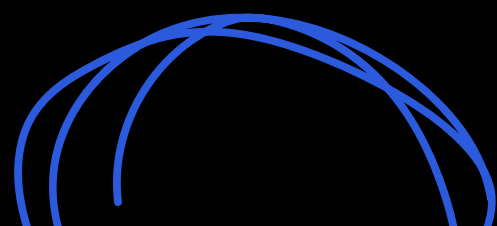
Working From Within...

"Leeroy has become part of the team. We speak at least 3 times a week and I know if I send him a message, he will get back to me in a respectable timeframe. We talk not only about business, but as you would a friend in the office. He and his team have become a real asset to us as a business.

NEAL - BUSINESS DEVELOPMENT
DIRECTOR

While we appreciate some clients don't require regular contact, it's something we encourage.

Our aim with each of our clients is to be a true extension of the business; looking at what's happening within along with planning and discussing upcoming developments and plans, so that we can adapt our service and improve what we deliver to our clients month-on-month



Results, Not Metrics!

While metrics are important for analysis and adjustment internally, what matters to our clients are results. With Integrella, we managed to set up meetings on a weekly basis.

As the services Integrella sell are high-end, the turnaround was a lot longer. However, the overall profit from these campaigns excelled their investment. Here is some of the meetings we set up for our client



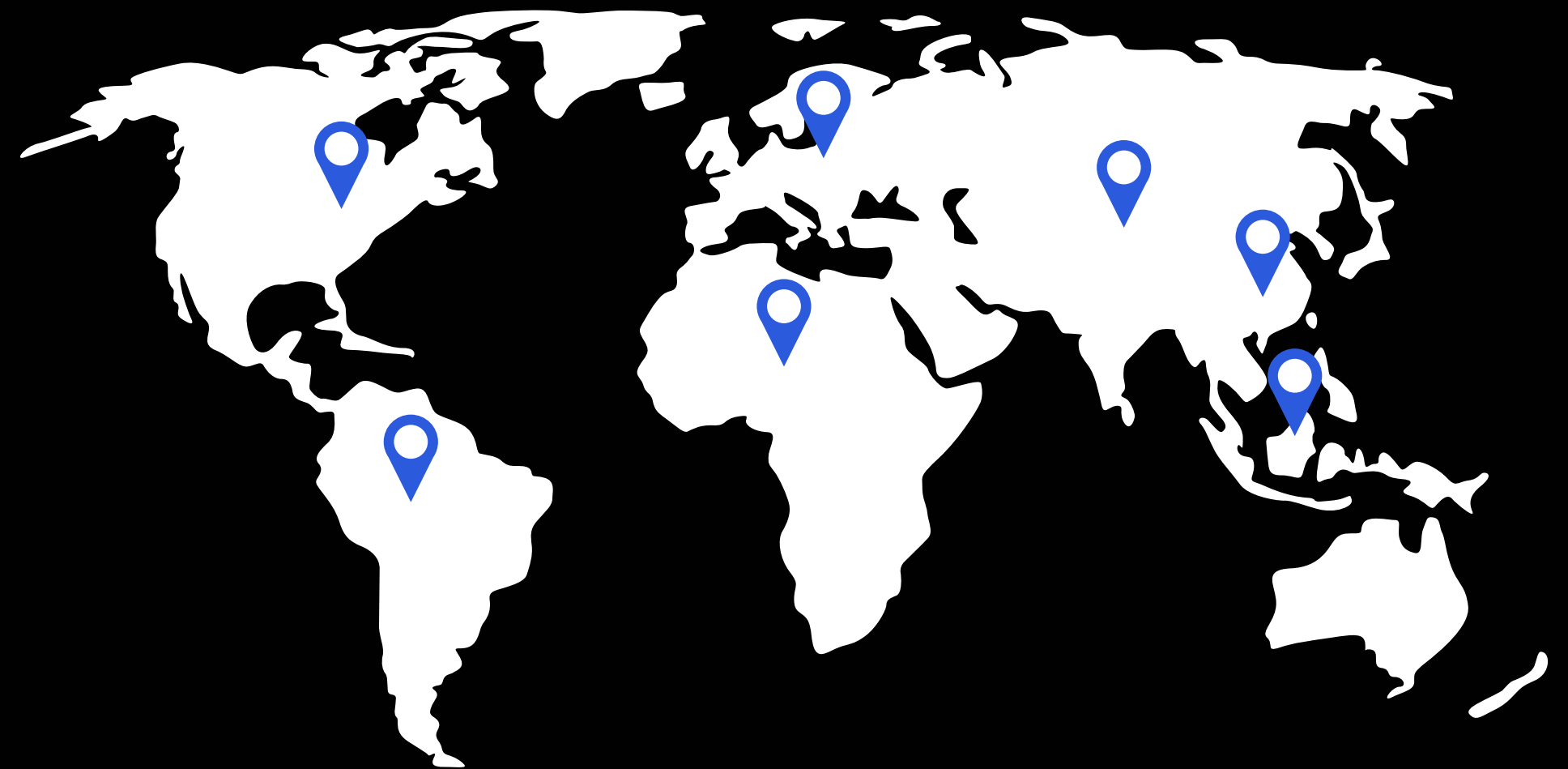
Tackling Overseas Markets

Solutions From Ideas

After working with Integrella closely for a few months, we became more inclusive of their business development meetings.

The CEO, Marcus had plans to develop offices within Dubia and within a matter of weeks, we had secured a series of meetings with businesses in the UAE.

From an initial idea through to concept in a matter of weeks, allowing the business to justify speeding up the process of opening up another office in their desired strategic locations.

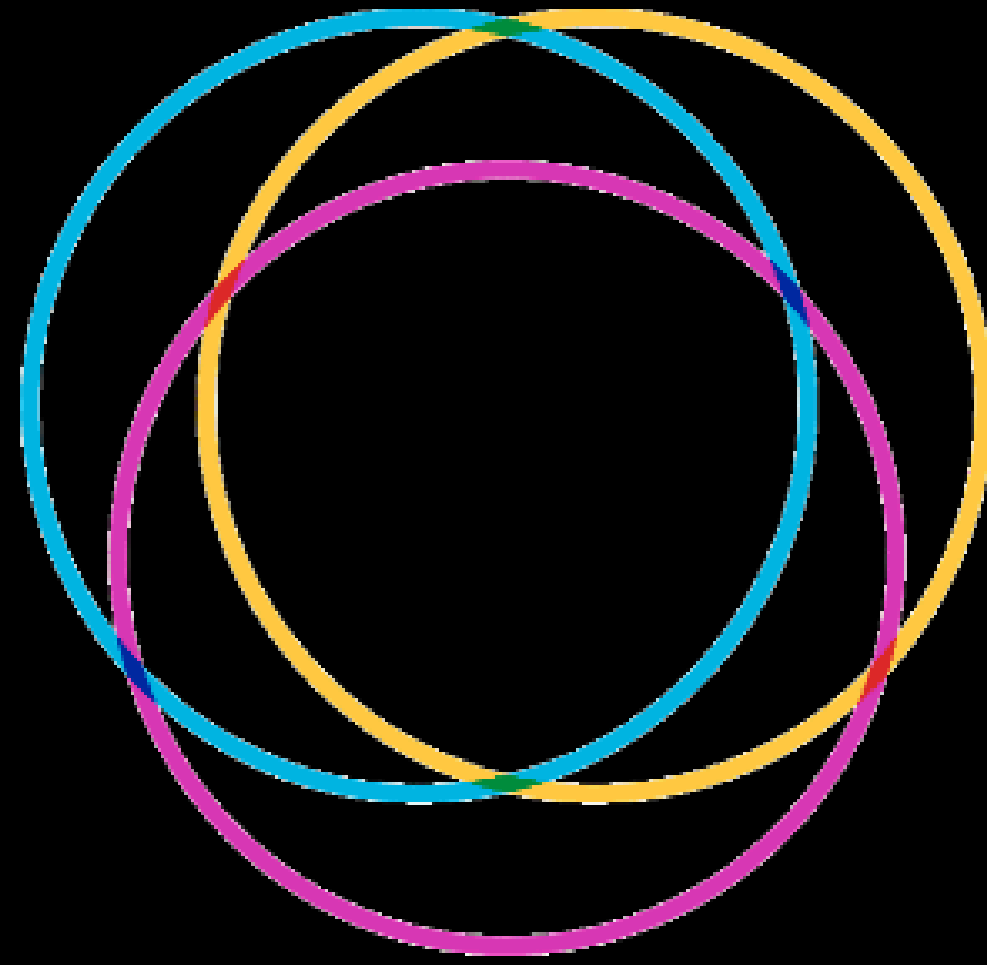


Call to Action

Contact us to discuss
your options ...

If you require an:

- Increase your influx of leads
- Require quality over quantity
- Provide A Service Over £10k in value
- Require no-nonsense feedback



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Leeroy
Powell

Founder & MD @ MarGen

Generating new business is an
obsession of mine.

Questions?

Company Address

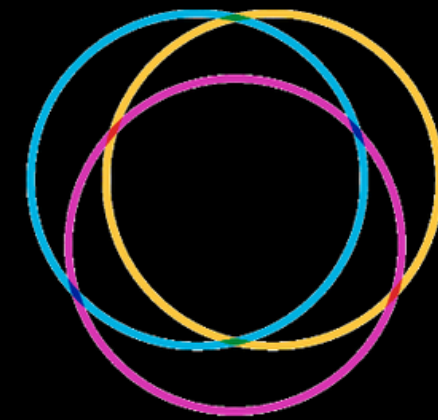
32 Eyre St, Sheffield City Centre,
Sheffield S1 4QZ

Phone Number

+44 (0) 7817 43 5555

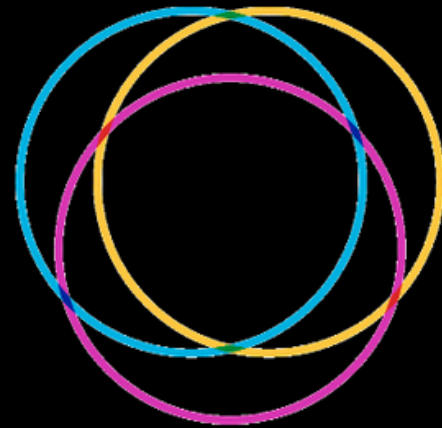
Email Address

leeroy@margen.net



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Wait,
there's
more?

Slides & Examples

The Following Pages Contain A
Snapshot Of Feedback We
Have Received Recently



Shepherd

to Shehnaz, me ▾

Wed, Apr 21, 4:29 PM (5 days ago)



Hi Lee

Thanks for this

You sparked my curiosity and we are looking to do something with organic

Shez is the marketing director

Maybe a zoom meeting with her asap as we in process of making changes and decision will help

Our main competitors do 1000 leads a month. Getting 430% of that from organic means will be impressive

sent from a mobile device so please excuse any brevity or typing errors

NEW TIME PROPOSAL: Tomas Inbox x



Alejandra

to me ▾

Hi Lee!!

Tomas asked me to talk with you about the e-mail you sent him.

My name is Alejandra and I am the operations manager, if you want we can arrange a meeting and talk about your proposal.

Let me know if that works for you,

Have a nice day!



Sam

to me

Wed, Apr 21, 12:02 PM (5 days ago)



Hi Lee,

An email from you landing in our CRO's inbox today regarding the services at Creative Digital Agency.

It would be great to have a further chat with you about what you guys offer and could potentially do with Kobas.

Many thanks,

Gary, have you seen this?

External

lemlist x

lemlist/Meetings Booked x



Lee Powell <lee@creativigitalagency.uk>
to gary.parlett ▾

Personalisation

Wed, Mar 31, 11:48 AM



Hi Gary,

I've just seen how many positions you are looking to fill within Answer - incredible. That's after a 16% rise in staff already over the last 6 months. Keep it up :)

I wanted to set up a quick meeting with you to discuss how we grew sales for one of your competitors by increasing leads generated by social media by over 430% with over 1.9 million brand impressions across organic social media.

So, serious question: What would a 335% increase in website traffic mean for you and Answer Digital?

My name is Lee and I work at CDA - a creative digital agency that specialises in Design, Digital and Brand services that can capture the true essence of Answer Digital, and deliver real results.

The purpose of my email is simply to get you on the phone briefly so that I can get to know you and your business so that I can fully understand your objectives along with the challenges you face. Then I can walk you through my ideas to deliver a truly tailored solution for Answer Digital.

Does that sound reasonable to you?

When time are you free today or tomorrow?

Ian Milligan via nugensis.onmicrosoft.com

Mon, Jan 31, 9:52 AM (3 days ago)



to me ▼

Leeroy

I have been in this game a long time and that is singularly the best email I have ever received from a lead gen perspective 😊 Nugensis is a small boutique business we only focus on Oil & Gas and the NHS I could walk out my door now and go and meet every customer I need to. We are not the kind of client you want, and your service is not something I need.

That being said both my Sales D and I laughed greatly at the email and thought it was genius – keep up the good work and good luck

Kindest regards

Ian

Ian Milligan

Managing Director

NUGENSIS Ltd. 177, West George Street, Glasgow, G2 2LB

Manchester United / Integrella

External

Inbox x

lemlist x



Cathryn Priest <cathryn.priest@manutd.co.uk>

Wed, Jan 19, 3:05 PM



to me ▾

Hi Robert

Richard forwarded your email across to Ian Fox, Head of Media Operations. Ian has asked I drop you a line to set up a call in the next couple of weeks. Would 02/02 1100-1200 be convenient?

Thanks

Cathryn

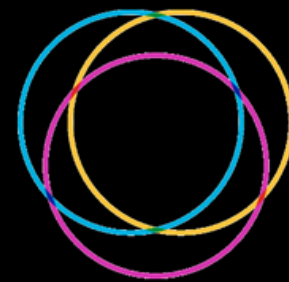
Cathryn Priest

PA and Admin For Media Management Team

T +44 (0) 20 7919 1000

E c.priest@manutd.co.uk

Thank you



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