



Innovative marketing solutions that deliver results.

From Web Submissions to Sales: B2B Lead Generation Case Study

Challenge

As a service-first company, the organization at the center of this case study aimed to expand its submission forms and foster an increase in sales. Simultaneously, the company sought to uphold its commitment to quality service, ensuring it remained a top priority in their business strategy.

Objectives

- >> **Goal 1:** Acquire 300 users to click on “Email the sales representative”
- >> **Goal 2:** Acquire 30 new users to sign up for the company’s newsletter
- >> **Goal 3:** Funnel 35 users to the contact page and the spec download page

Strategy

In order to accomplish these objectives, KeyMedia Solutions’ experts knew that a pay per click (PPC) ad campaign across both Google and Microsoft was the right tactic.

This would boost Search Engine Results Page (SERP) performance, drive traffic to the client’s website, and result in higher conversions.

These digital strategies contributed to the client’s incredible growth while the company remained focused on servicing its new customers – and that makes the company’s stakeholders excited.

Read on for results...

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Results

Under the expert care of KeyMedia Solutions, traffic to the organizations website increased nearly 50% year-over-year. Throughout that same period, the company tracked consistent growth in revenue as compared to the same period the previous year.

Overall, resulting in a campaign that surpassed each of its primary goals.

328 USERS EMAILED REP

Goal 1: Acquire 300 users to click on “Email the sales representative”

38 NEWSLETTER SIGN UPS

Goal 2: Acquire 30 new users to sign up for the company’s newsletter

60 HITS ON FUNNELED PAGES

Goal 3: Funnel 35 users to the contact page and the spec download page

