

Lead Generation case studies

Google Ads Performance Max Campaigns

- Google Ads and Social Media Ads for Sugar-Free Biscuits: Client Background: A company producing sugar-free biscuits aimed at health-conscious consumers. Objective: Increase sales and brand awareness through digital channels.
- Strategy: Utilize Google Ads and Social Media Ads targeting health and wellness enthusiasts, fitness communities, and individuals interested in sugar-free alternatives.
- Results: Achieved a 30% increase in online sales within three months of launching the campaign. Generated significant brand engagement and positive feedback on social media platforms. Google Ads contributed to a 25% increase in website traffic.

B2B Lead Generation via Email Marketing

- B2B Lead Generation via Email Marketing: Client Background: A B2B company offering software solutions for lead generation. Objective: Generate leads and nurture relationships with potential B2B clients through targeted email campaigns.
- Strategy: Develop personalized email sequences highlighting the benefits of the software solutions, with a focus on solving pain points commonly faced by businesses in lead generation.
- Results: Increased lead generation by 40% within the first month of implementing the email marketing strategy. Secured several new clients through targeted follow-up emails and nurturing campaigns. Achieved a high email open rate and click-through rate compared to industry benchmarks.

Facebook Engagement Campaign for iSCANBREAST Device

- Client Background: A medical technology company selling the iSCANBREAST device for breast cancer screening. Objective: Raise awareness about breast cancer screening and drive engagement with the iSCANBREAST device through Facebook.
- Strategy: Launch an engaging Facebook campaign featuring informative content about breast cancer, testimonials from users of the iSCANBREAST device, and interactive quizzes or polls related to breast health.
- Results: Increased brand awareness and engagement on Facebook, with a 50% rise in page likes and shares. Generated leads through sign-ups for informational webinars and requests for product demos. Enhanced the company's reputation as a trusted provider of breast cancer screening solutions.

Online Training Video Sales using Website Traffic and Engagement Campaign

- Client Background: An online education platform offering training videos in various fields.Objective: Increase sales of training videos through the website and enhance user engagement.
- Strategy: Implement a targeted website traffic and engagement campaign focusing on relevant keywords, social media promotions, and email newsletters. Offer free trial access to select training videos to encourage sign-ups and conversions.
- Results: Achieved a significant increase in website traffic and user engagement, with a 35% rise in video views and course enrollments. Improved conversion rates through effective call-to-action strategies and personalized email follow-ups. Enhanced customer satisfaction and retention through high-quality content and user-friendly interface.

SEO Lead Generation Strategy for Oncology Products of Hetero Healthcare

- Hetero Healthcare, a pharmaceutical company specializing in oncology products. Objective: Increase organic traffic and generate leads for oncology products through SEO strategies.
- Strategy: Conducted in-depth keyword research focusing on oncology-related terms and targeted geographical locations. Optimized website content, meta tags, and image alt text for relevant keywords. Implemented link-building strategies through guest blogging, industry directories, and partnerships with healthcare organizations.
- Results: Achieved top rankings on search engine results pages (SERPs) for targeted keywords, leading to a significant increase in organic traffic. Generated high-quality leads through contact forms, inquiries, and downloads of informational resources. Strengthened brand authority and credibility within the oncology industry, leading to enhanced market presence and customer trust.

Products & Clients

- bbold (Azistastore)
- Sparkel (Hetero Healthcare)
- Menthopas (Azistastore)
- Tastegood (Azistastore)
- Moiste (Hetero Healthcare)
- B2B Lead Generation(Red Hat, IBM etc.)
- Devops online training video - Visualpath IT