

CASE STUDY 02

Foundational Marketing Strategy & Pipeline Growth

Building a fully functional lead generation machine from the ground up

TIMEFRAME

3-Month Implementation

INBOUND GROWTH

+176% Inbound Leads

THE CHALLENGE

A niche B2B manufacturing firm had an excellent product but no dedicated, in-house marketing operation. Without a clear strategy, defined customer segments, or an established digital presence, the business was missing out on vital commercial opportunities and lacked a predictable way to generate international enquiries.

THE APPROACH

Taking the business from a standing start, I built a complete marketing function from scratch. This involved mapping out target audiences, designing a comprehensive end-to-end rebrand, launching a brand-new website, and implementing proper analytics to track performance. With the foundations in place, a multi-channel campaign combined with targeted content creation was launched to capture global market interest.

THE RESULT

The impact of moving from zero marketing activity to a structured, full-funnel strategy was immediate. Within just three months of launching the new multi-channel campaigns, the business experienced a massive 176% increase in inbound qualified leads, successfully opening up a scalable pipeline for international growth.

** Please note: Client brand identification has been omitted for confidentiality. Full performance verification and primary data documentation are available upon request.*