



THE B2B LEAD GEN CASE

EXECUTIVE SUMMARY



Key Results

- 35% shorter sales cycle compared to previous campaigns
- 40% higher lead quality with a 60% MQL-to-SQL conversion rate
- Stable investment levels with only a +5% cost increase per lead
- 35% of nurtured leads turned into opportunities
- 30% faster lead-to-opportunity time through structured nurturing

Success Factors

- Challenging and refining the target group to increase relevance
- Content differentiation between ITDMs and BDMs
- Double-touch validation to ensure real engagement
- Multi-step email nurturing to further qualify MQLs

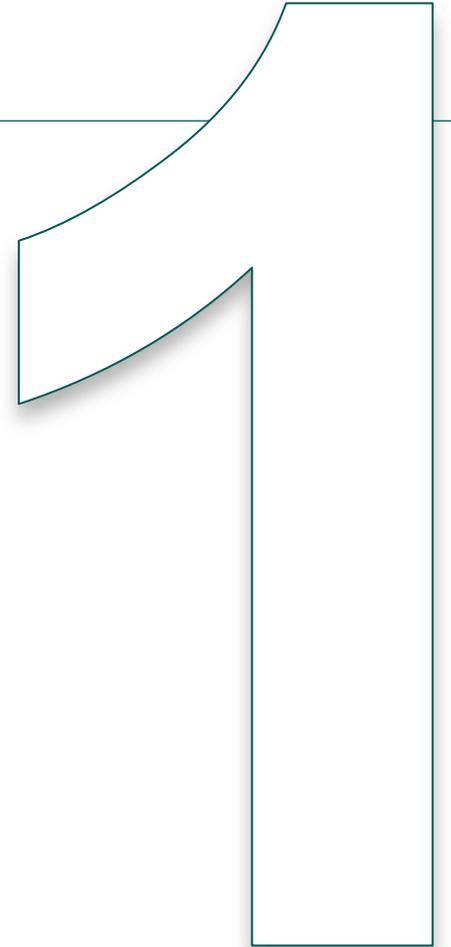
Conclusion

Through precise target group definition, tailored content strategies, and a structured nurturing approach, we achieved significantly higher lead quality and a shorter sales cycle without increasing investment.



THE CHALLENGE

Optimized Lead Generation and Nurturing for a Mid-Sized Company



THE CHALLENGE



A mid-sized company aimed to generate high-quality leads for its sales pipeline.

However, previous campaigns had shown that broad targeting and insufficient lead qualification led to long sales cycles and mixed results.

The challenge was to refine the target audience, create tailored content, and implement a multi-stage nurturing strategy to generate better MQLs and accelerate the buying process.

Without increasing the marketing spend.

THE SOLUTION



THE SOLUTION (I)



Solution: Strategic Lead Generation and Nurturing

Step 1: Target Audience Refinement

We began by critically challenging the initial target group assumptions. Through in-depth analysis and market insights, we fine-tuned the segmentation into two distinct audiences:

- IT Decision Makers (ITDMs): Focused on technical product benefits and integration aspects.
- Business Decision Makers (BDMs): Focused on ROI, efficiency, and business outcomes.

THE SOLUTION (II)



Step 2: Content Strategy Development

Based on the refined target groups, we developed two dedicated content tracks:

- **ITDM Content:** Technical whitepapers, integration case studies.
- **BDM Content:** Business impact guides, ROI calculators, executive summaries.

THE SOLUTION (III)



Step 3: Lead Generation and Double-Touch Validation

We launched lead generation campaigns on an MQL basis but only accepted leads that had interacted with at least two pieces of content (double-touch validation) to ensure genuine interest and engagement.

THE SOLUTION (IV)



Step 4: Multi-Stage Email Nurturing

To further qualify the leads, we implemented a three-stage email nurturing program:

- **Phase 1:** Educational content tailored to initial interests
- **Phase 2:** Deeper engagement with case studies and solution briefs.
- **Phase 3:** Direct calls-to-action (e.g., demo invitations, consultations).

THE RESULTS



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Results & Business Impact

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- Stable investment levels with only a +5% cost increase per lead
- 35% of nurtured leads turned into opportunities
- 30% faster lead-to-opportunity time thanks to structured nurturing

THE RESULTS



By refining the target group, creating audience-specific content, and applying a structured multi-stage nurturing approach, the company was able to dramatically improve the quality of its leads and speed up its sales process.

All without increasing its marketing investment.

Looking to generate better leads and accelerate your sales cycle? Let's develop a tailored lead generation and nurturing strategy for your business!



**THE
B2B**