

Summary:

Our client, is a boutique executive recruitment firm that specializes in talent acquisition for the manufacturing vertical. At the time we began working with them they had a total of 4 employees and were generating approximately \$270k in annual revenue. Their goals are to grow the business to \$1m in 2 years, and \$5m within 5 years.

Problem:

The client was having a very difficult time growing beyond their current level and was not able to hire additional staffing to dedicate to sales. Additionally, their marketing budget was limited.

Campaign Strategy:

In this case, we followed a formula we have used with several of our B2B clients that has produced positive results. After defining the target buyer, which were HR professionals (VP level & up) within the target vertical of manufacturing. We queried our B2B business data files for the email addresses of the target buyers, consisting of over 125,000 records. We then executed a highly focused outbound email marketing campaign to this audience on a monthly basis, and retargeting the emails with both social media and display ads. The interested buyers were then directed to the clients inbound lead capture process for qualification.

Results:

In the first year of employing this strategy, our client acquired over 40 new clients that resulted in at least one placement per company, and several with multiple placements. These newly acquired clients resulted in an annualized billing revenue of over \$875,000.

ROI / ROAS:

Campaign investment for the year was \$30,000, resulting in \$600,000 in new revenue.

$$ROI = \$30k / \$600k = 20X$$

$$ROAS = \$570k$$

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