

A blurred background image of a business meeting with people around a table, overlaid with a blue diagonal banner at the top and a yellow diagonal banner at the bottom.

# How This Thought Leadership and Content Marketing Agency Generated 20 Leads and 8 High-Quality Appointments in Less Than 60 Days

## The Challenge:

Syncrestis, a company that offers thought leadership and content marketing services to financial institutions, was struggling with keeping up with the number of connection requests they were receiving on LinkedIn. Chris, the Managing Partner, just simply did not have the bandwidth to keep these connections engaged.

They needed an easy way to follow up with their new connections beyond a thank you message and stay top of mind with their prospective clients while moving away from their previous methods of word-of-mouth.

## The Solution:

Through an outbound LinkedIn messaging campaign structured to compliment the previous thank you message that Chris sent out, we were able to re-engage the connections while continuing to consistently grow Syncrestis' database.

We were also able to create a group that provided helpful content to new and previous connections, positioning Chris as a thought leader in his industry and keeping his name top of mind on their prospects' LinkedIn feeds.

## The Results:

In less than 2 months (and with no follow-ups sent out & only one phone call request) we generated over 20 leads and 8 high-quality appointments from the 193 calls to action that we sent out. Two of these are moving forward with Syncreasis immediately.

In response to one of the lead calls, Chris said, "This was an excellent one! I'll be following up with him and his CEO as soon as next week!"

We're only a few months into this campaign so far but it's clear that there's no sign of slowing down any time soon and the momentum we're building for this client means great things are to come in the future.



## About Syncreasis:

Syncreasis focuses on thought leadership for financial innovators: banks, financial service providers, and fintechs. They help their clients clarify why, when, where, and on which topics they should be present to be a thought leader in their own specialized fields. They develop unique, detailed plans and execute them by creating and placing content that best conveys their client's value.

**Industry:** Thought Leadership & Content Marketing

**Location:** Corona del Mar, California

**View Company Website:** <https://www.syncreasis.com/about/>

## Think We Can Help?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!

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