

How Arria Generated 111 Qualified Leads For \$55 Each in Less Than 60 Days

Discover how Arria used a simple 3-step LinkedIn ad campaign to add prospective customers to their email list and schedule demos of their complex data translation software.

The Situation...

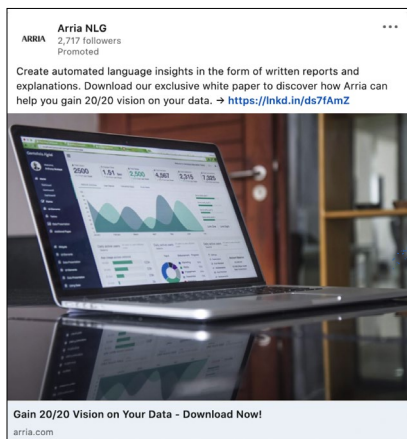
When Arria came to us, they were struggling with their current lead generation methods. They needed an easier way to reach their ideal customers in order to sell them on their natural language generation product. Previously, they had been relying on lists, trade shows and prospecting. These methods just weren't cutting it anymore.

How Arria Was Able to Add 111 New Leads to Their List Using LinkedIn Advertisements for a Great Cost Per Acquisition in Less Than 2 Months...

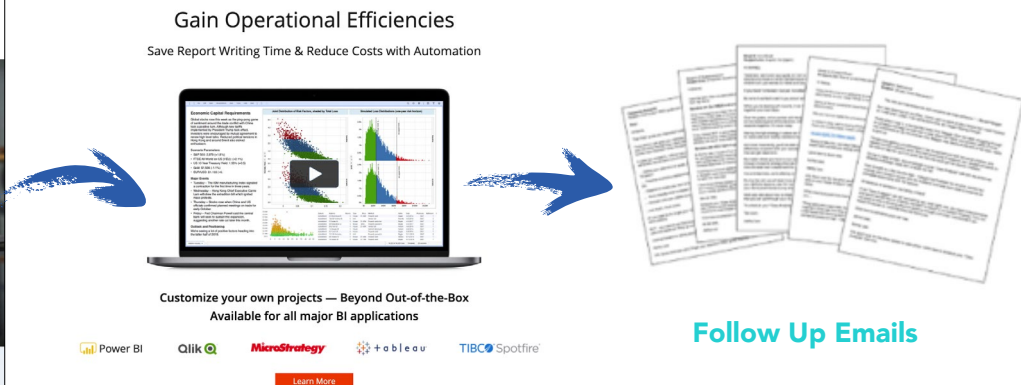
By launching 4 separate LinkedIn ad campaigns (each one pushing to either a video, PDF, or webinar) and a sponsored InMail message, they were able to reach out to those most likely to be interested in purchasing their complex data translation software.

The campaign consisted of three parts:

1. Ads utilizing optimized targeting from proper demographic factors to attract those most likely to be interested in their product.
2. Landing page to download the PDF or watch the webinar/video.
3. Phone calls from sales representatives with a final goal of scheduling a demo of the Arria software.



LinkedIn Ad



Landing Page

Launching a Targeted LinkedIn Ad Campaign

Using our Social Selling System, we set several 3-step LinkedIn ad campaigns that targeted prospects who would likely be interested in Arria's complex data translation software.

Using 4 different ad copy sets that pitched a video, 2 different PDFs, a webinar, and sending a sponsored InMail message, the prospects were sent to a lead form where they entered their information. They were then redirected to a page where they could instantly view or download the piece of content they requested. Our SDR team proceeded to call anyone who opted in for any of the options with the ultimate goal of scheduling a demo.

In less than 60 days, Arria added 111 new people to their email list at \$55 each.

With the results they have seen from these various campaigns, the potential for additional revenue is huge. Thanks to the follow-up phone calls, a percentage of these qualified prospects will likely become a customer over time.

The best part? This system is easily replicated month after month, they are consistently growing their email list, and increasing awareness which leads to signing new clients.

How to Customize this Plan for Your Business...

If you are interested in maximizing both your results and your time, and growing your business, book your ROI Strategy Session with our Director of Client Strategy by **Clicking here!**