

How An Ads Strategy Allowed A Market Research Company to Generate 90+ Leads And Submit A RFP in Less Than 90 Days

The Challenge:

As a company that helps businesses grow through market research, W5 is all too familiar with the struggles that companies face when it comes to gaining visibility and growing their business online.

Before the pandemic, conferences and in-person meetings were the best way to generate new clients but since they were not happening for a long time, their pipeline had become stagnant and they needed a way to bring in new clients through new methods.

That's why they came to us here at LinkedSelling.

The Solution:

Two, 4-Step LinkedIn Advertising Campaigns

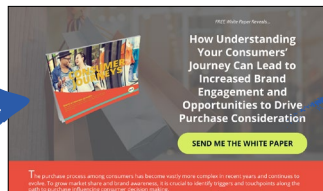
Because LinkedIn is the [#1 social media platform for lead generation and sales development, AND, right now, with less than 1% of companies on LinkedIn running ads](#), it was obvious incorporating a strategy on that platform was necessary.

After analyzing W5's processes and target market, we implemented two 4-step LinkedIn advertising campaigns over the course of 3 months with the ultimate goal of getting more clients to sign up for their market research services through a FREE consultation.

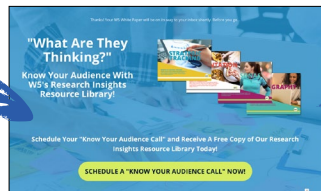
Here is one of the funnels we ran for W5 on LinkedIn. We urged prospective clients to download a FREE white paper in the ads and ultimately book a call with a member of their team.



LinkedIn Ad



Landing Page



Consultation Page



Follow Up Emails

Our strategy gave prospects who were interested in W5's content an opportunity to opt-in using a landing page or a LinkedIn lead form. The white paper would then be sent to them via email. From there, we executed backend follow-up that pushed to a consultation page where they were asked to book a FREE consultation call.

The leads that came in from this funnel but did not book a consultation call immediately were followed-up on via emails that provided them with additional information about W5 with a call to action at the end to book their consultation call with a member of the W5 team.

The Results:

92 Qualified Leads in Less Than 90 Days

In less than 90 days, this campaign generated 92 leads and one of them is moving forward with the RFP process which could lead to huge results and positive ROI for W5.

With the amount of new contacts in their system, there is a ton of potential for additional revenue. Each one of these leads could turn into a new client with the right follow-up in place and with the current costs that the leads are coming in, the possible profit margin is huge.

About W5:

W5 is a boutique custom marketing research firm. They focus on answering who, what, when, where, and why people relate to products, services, and brands.

Industry: Market Research

Location: Durham, NC

View Company Website: <https://w5insight.com/>



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