

# The Marketing Strategy that Delivered A 56x Their Investment for The Brooks Group

## The Challenge:

The Brooks Groups provides high-level sales training and resources that help their clients create measurable sales growth. Before contracting with LinkedSelling, they had used content marketing, white papers, blogs, and more. They shared with us that and that they had just jeopardized their gains in SEO when they migrated to a new site.

As a result, they saw a decrease in leads from their site and as such, they were looking for a reliable method to bring in more quality leads, consistently.

## The Solution:

### *How to Cut Through The Competition*

Because the Brooks Group focused on very specific verticals and needed to get in front of specific decision makers within those verticals, they were a perfect candidate for our multi-channel outbound approach.

### ***The System Consists of Three Parts:***

1. Research targeted prospects on LinkedIn
2. Optimize their online presence with content to build authority
3. Plan & execute a strategic messaging campaign through a multi-channel outbound approach

### ***The Key to Proper Positioning: Understand Your Target***

This is key to the Brooks Group's success: they knew exactly who they wanted to target.

On their behalf, we researched and targeted specific people within several industries, including the plastics, bearings, heat distributors, agricultural, medical devices, and manufacturing to name a few. The people we targeted typically held titles similar to:

- VP of Global Sales
- Chief Revenue Officer
- National Sales Manager

### ***So, We Built Relationships Through Strategic Messaging Campaigns***

After connecting with targeted, high-quality prospects, we planned and executed our multi-touch messaging campaigns via LinkedIn, email & phone. These allow us to share value with their prospects, building their trust, and cementing the Brooks Group authority and expertise.

The goal of these messaging campaigns is to ultimately lead the prospect to book a sales appointment, and that's how Paul was able to close a 6-figure prospect.

*"Awesome! [Prospect #1]\* just agreed to pay 250K upfront and then another 300K next year with proof of concept for millions later. [Prospect #2] agreed on 250k for next year and [Prospect #3] is at \$350K which I am locking up next week. [They] came from LinkedSelling. [...] I just got a true return on investment."*

*(\*\*names removed for privacy)*

**- Paul Bilodeau, Regional Vice President USA Sales, The Brooks Group**

## The Results:

### *Achieved a 900% ROI on their investment*

As a result of working with LinkedSelling, the Brooks Group closed a 6-figure client, giving them a 900% ROI. But also, through the campaign we managed for them they also maintained top of mind awareness and now generate a steady stream of leads and calls with highly targeted prospects.

### *How to Customize This Plan For Your Business*

Thanks to the success and results generated, there is a ton of potential for additional revenue. Each one of these MQLs has the potential to turn into a new client with the right follow-up in place. Between the emails, targeted messaging, and the sheer number of leads that came through the pipeline, the potential for more profits in the future is very likely.

## About The Brooks Group:

**Industry:** Management Consulting

**Location:** Greensboro, North Carolina

**View Company Website:** <https://brooksgroup.com/>



THE BROOKS GROUP

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