

How One Firearm Detection Software Company Generated 182 MQLs in 30 Days + 252 Demo Requests With A LinkedIn Ads Strategy

The Challenge:

Methods Like Referrals and Cold Outreach Weren't Working Anymore

ZeroEyes is a company that developed a system to detect firearms using AI that can plug into existing camera systems. It instantly alerts staff members and police officers when a gun comes into view, with the goal of preventing mass shootings. They were looking for ways to get their product out there and generate interest. They were also looking to capture more sales opportunities, and increase their revenue but their previous methods just weren't working anymore. This included your typical cold outreach and referrals - and over time, they weren't providing them with the number of opportunities that they desired.

They knew they needed to change the way they generated qualified sales appointments for their team. They've known that LinkedIn is a necessary channel for marketing to their audience, however they weren't sure where to start when it comes to the right strategy for this platform. They wanted to understand what it took to do that successfully, so they came to us.

The Solution:

A PDF Campaign on LinkedIn

After analyzing ZeroEyes's processes and target market and utilizing our proven playbook we created a PDF marketing campaign to generate high-quality leads and demos to get their core offering in front of hundreds of ideal prospects each and every month.

For this campaign, we started with targeting those in the commercial, government, law enforcement, and education fields. We drove leads from the LinkedIn newsfeed to download a comprehensive PDF that highlighted their product and what it can do. From there, we segmented their targeting into specific verticals using targeted messaging. This messaging highlighted the pain points of ZeroEyes's prospects and ran on LinkedIn's ad platform. By nailing down the right messaging and follow up, we were able to get in front of **the RIGHT prospects at the RIGHT time...**



The Results:

182 MQLs in Less Than 30 Days and 1,428 More By Month Five

In just 5 months, this campaign resulted in generating over 1,500 leads who are interested in their AI firearm detection software. In less than 30 days, this campaign generated almost 200 market qualified leads. Not to mention the development of a high-quality lead generation strategy that speaks directly to ZeroEyes's target market.

On top of these results, they also generated 252 Demo Requests over the course of the year via LinkedIn Lead gen forms.

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

About ZeroEyes:

Industry: Software Development

Location: Conshohocken, Pennsylvania

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



Think We Can Help?

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