

Marketing to sales professionals at 86% lower cost per lead

Headquarters: Alicante, Spain | No. of Employees: 11 – 50 | Industry: E-Learning Provider

Objective

- To drive quality leads for its sales training programmes as a relatively young company established in 2020
- To engage and nurture a specific audience of experienced sales professionals with the intention of upskilling themselves.

Solution

- Defined its audience in many ways, using job function, member skills, years of experience, LinkedIn Groups, traits (open to education) and more to find the best performing audience
- Served a brand film at the top of the funnel to create awareness
- Offered a free training session at the bottom of the funnel, using Lead Gen Forms to capture quality leads

Results

86% lower Cost Per Lead

1.75x Lead Gen Form completion rate

3x Clickthrough Rate vs benchmarks

“We market on LinkedIn for the simple reason that our prospective clients use LinkedIn. We use LinkedIn’s first-party data and targeting capabilities to target these professionals accurately and efficiently.”



Alfonso Bastida
Co-founder & Sales Mentor
NowToBizness

“It’s important to think strategically about sales and marketing together: what happens after lead generation? We ensure that prospects enjoy the same, consistent brand experience — from seeing our ads to speaking with our consultants and signing up for our programmes.”



Christian Helmut
Co-founder & Sales Mentor
NowToBizness