FIREBOLT builds a high velocity pipeline with brand marketing

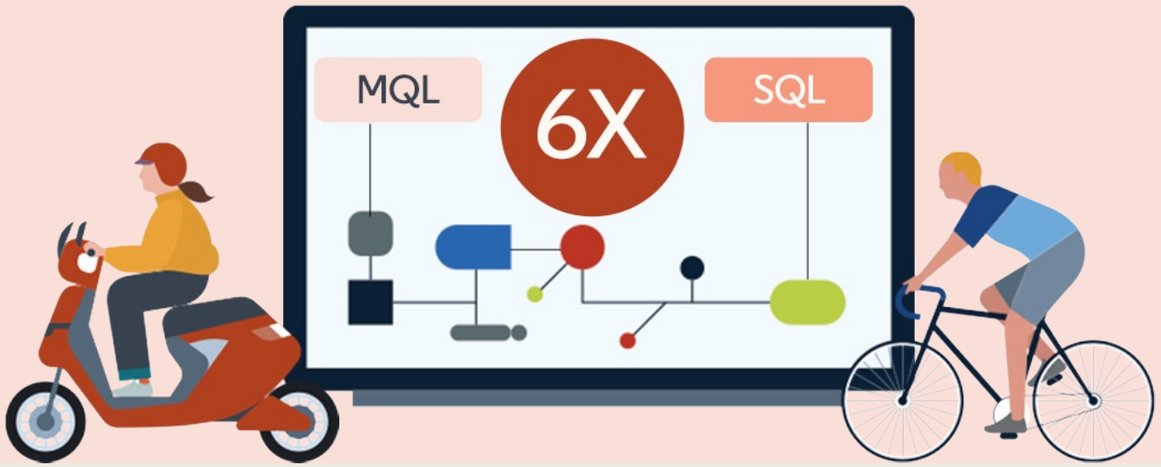
Headquarters: San Francisco, California | **No. of Employees:** 51 – 200 | **Industry:** Computer Services

Challenge

- To drive high-intent leads that fit a specific Ideal Customer Profile on a modest marketing budget despite being a young challenger brand with lower brand awareness in key markets like USA and UK
- To increase audience understanding of its unique product build

Approach

- Shifted from lead generation campaigns on LinkedIn that were producing 2% MQL-to-SQL conversion rate to a brand-to-demand strategy that eventually generated 6X the results
- Invested in top- and mid-funnel content to raise awareness and deepen product knowledge and served this using an integrated organic and paid approach
- Creatively showcased its startup culture to build a distinct and engaging brand personality

> **"As a performance marketer, making the strategy shift from pure demand generation to a full-funnel, brand-to-demand approach on LinkedIn was scary. But we are a challenger brand and we knew that without first building brand awareness and product knowledge in the minds of our audiences, demand generation would be expensive and ineffective. By investing in brand, our MQL to SQL conversion rate jumped 6X in four months."**

Itay Waisman | Head of Demand Generation, Firebolt