



Scaling an always-on lead generation strategy with 20x ROI

Headquarters: Sachsen, Germany | No. of Employees: 11 – 50 | Industry: Business Consulting and Services

Objective

- To generate high-quality leads from a specific target audience of CEOs, founders and entrepreneurs of B2B IT and technology companies with 15 to 200 employees in Germany, Austria and Switzerland
- To build a strong brand and become the leader in their category

Solution

- New to advertising on LinkedIn, Scaling Champions adopted a test-and-learn approach to understand the platform, audience behaviour and best practices.
- Developed an always-on, integrated organic and paid marketing strategy to engage, delight and retarget audiences. This builds brand awareness while nurturing audiences for conversion.
- Offers high-value content in the form of podcasts, webinars and whitepaper download.

Results

400%

growth in qualified leads per month

-66%

lower cost per qualified lead

1:20

return on marketing investment on LinkedIn

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We are able to target and engage our audience without wastage on LinkedIn. Understanding how the platform works and what our audience wants is key to our marketing strategy. We invest time and effort to test and learn and have weekly growth hacking sessions internally to scale results quickly. Beyond lead generation, we are looking to build brand trust on LinkedIn too, as we work towards becoming a category leader.”



Caroline Doutheil
Performance Marketing Manager and Coach
Scaling Champions

