

Consistent lead quality builds a profitable pipeline for Templafy



Templafy ^T

Templafy is one of the fastest-growing tech businesses in Europe, with a software-led solution to the problem of consistent brand communication for larger enterprise businesses, and a marketing challenge to secure quality leads and a profitable opportunity pipeline. When Templafy found itself facing a shortfall in organic search traffic, the business intensified its focus on LinkedIn, generating between 15 and 25 Marketing Qualified Leads (MQLs) per week and converting these into advanced sales opportunities at a rate of 20%.

Challenge

- Target IT and marketing decision-makers at relevant, enterprise-level businesses with 1,000 employees or more
- Generate a strong flow of Marketing Qualified Leads (MQLs) to support rapid business growth
- Educate and inform leads to ensure a strong flow to meetings and active sales opportunities
- Deliver a positive Return on Investment (ROI) in terms of projected Monthly Recurring Revenue (MRR)

Why LinkedIn?

- Ability to reach relevant decision-makers at relevant businesses
- Account targeting options
- Proven track record for generating higher quality MQLs

Solution

- Sponsored Content targeting relevant decision-makers at larger enterprises with clear messaging around Templafy's brand consistency software and strong calls to action
- Tailored campaigns for the high-opportunity insurance sector
- Integrated LinkedIn Lead Gen Forms to capture MQLs
- Automated follow-up emails, personalised using LinkedIn data

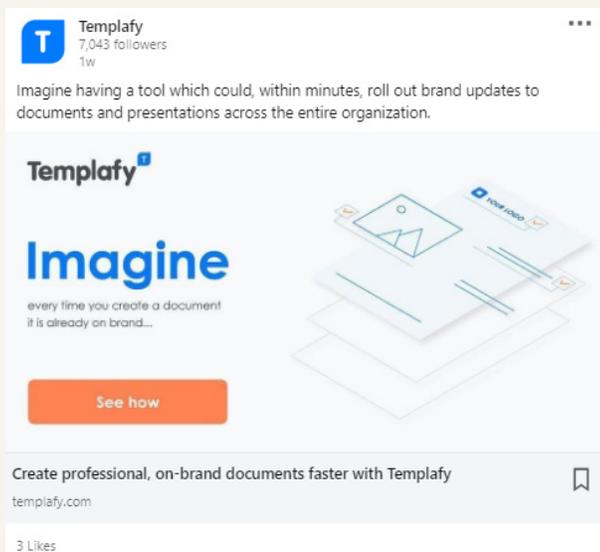
Results

- LinkedIn generates between 15 and 25 MQLs every week
- MQLs convert into active sales opportunities at a rate of 20%
- Cost per MQL has reduced 55% over four months, with cost per sales opportunity down 43%
- Projected value of Templafy's LinkedIn sourced pipeline represents a Return on Investment (ROI) of over 475%

Investing in lead quality on LinkedIn has helped the rapid-growth tech business book more valuable sales opportunities – and secure a business pipeline representing ROI of over 475%.

Generating the profitable leads that a growing tech business needs

Templafy's offer of software solutions to help maintain brand consistency is driving rapid growth, with the business more than doubling in size in the last year. This growth drives a demand for Marketing Qualified Leads (MQLs) among IT and marketing decision-makers at the enterprise-level businesses for which Templafy's solutions are most relevant. However, it also puts a premium on lead quality, as Templafy's Traffic Manager and Growth Hacker Casper Emil Rouchmann explains. "I'd far rather have one lead from the right kind of prospect than 100 less relevant ones," he says. "We've struggled to qualify leads from other social media platforms, but LinkedIn stands out for the ability to target the particular functions we are interested in, at businesses of the right size."



When Templafy found itself facing a shortfall in organic search traffic, Casper therefore turned to LinkedIn to close the gap. "We developed two parallel campaign tracks," he explains. "We use always-on Sponsored Content that's designed for brand managers and their supporting IT functions, who will instantly recognise the need we're talking about. We also run Account-Based Marketing (ABM) activity that's focused specifically on insurance business. That sector represents a big opportunity for us, because of the large number of documents they produce."

Smart lead nurturing moves revenue-based metrics

The LinkedIn campaign had immediate impact, turning what had looked like a low-performing month into one of Templafy's most successful for lead generation. However, it was the quality of those leads and the sophisticated follow-up strategy that Casper developed, which made the most significant difference.

"We've developed a whole automated flow of follow-up emails, which leverage the LinkedIn profile data that we capture with our Lead Gen Forms," he explains. "We can put prospects into different nurture streams based on their location and function, and make sure we're reaching out in a personalised way to a marketer in New York, for example."

LinkedIn data has significantly increased the rate at which Templafy converts leads into sales meetings and active opportunities. Targeting the right prospects from the start has reduced Templafy's cost per MQL by 55% with personalised follow-ups helping reduce the cost per sales opportunity by 43%. "We're now converting leads to sales opportunities at a rate of 20% or more," says Casper. "When we look at the low churn rate for Templafy customers and project monthly revenue over a realistic customer lifecycle, the value of our LinkedIn investment looks very strong indeed."

55%

Reduced
Cost per lead

43%

Reduced cost per
sales opportunity

"When it comes to measuring the value of campaigns, we're not interested in vanity metrics like clicks and impressions - we're interested in Monthly Recurring Revenue (MRR). When we evaluate our channels in terms of lead quality, sales opportunities and lifetime customer value, LinkedIn comes out on top by a very wide margin."

Casper Emil Rouchmann

Traffic Manager, Growth Hacker, Templafy

