



# Company C

**Industry:** Marketing automation company

**Location:** India

## PROBLEM:

Client has implemented number of outbound and inbound campaigns but less than 15% of the leads their content converted were ready to speak with a sales rep, and less than 2% ready to buy. Moreover, the company was looking for US and UK based clients, but mainly attracted local buyers. They implemented lead scoring and nurturing to build relationships with those qualified prospects not yet ready to speak with Sales, but noticed that the most attractive leads often unsubscribed from nurture sequences after a few drip emails, and were lost from the funnel.

## SOLUTION:

[SocialAgenda Media](#) reconnected with prospects that exited the sales funnel early, and engaged them with its [LeadGen Journalism](#)<sup>®</sup>, an alternative lead nurturing method, turning them into **Relationship Leads**<sup>®</sup>, and as a result – viable opportunities. We also created a peer-to-peer resource portal. Our award-winning team of journalists produced higher quality expert-driven content that led to reduced unsubscribe rates and greater conversion. We added a targeted outbound program to turn the client's list of desired European and North American prospects into **Relationship Leads**<sup>®</sup>.

## RESULT:

The client converted 28 qualified leads that had unsubscribed from their funnel, into 11 bookings. Also armed with targeted Relationship Leads from desired regions and insights into prospects' challenges, the client' was able to geographically expand, open 19 international enterprise level accounts and provide local references for other prospects in those regions.

## WHAT THEY SAY:

*“We have a great marketing automation solution, but were trapped in our core competency. We relied on technology and best practices way too much, instead of looking for innovative approaches. What we didn't have was a partner that could help us to think outside of the box and expand internationally. With*

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