



Fractional CMO case study


"How we built a global lead generation program to fill a B2B SaaS company's pipeline."



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THE CLIENT

WHO ARE THEY?



SightCall.com is a B2B SaaS provider of Augmented Reality live visual support for enterprise service organizations.

WHERE WERE THEY BEFORE WORKING WITH US?

Prior to working with us, SightCall had a limited incoming lead generation program that was only producing a couple of leads per month. Nearly all of the leads in their pipeline were coming from cold outreach from SDRs.

THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

SightCall's reliance on SDR cold outreach struggled to produce consistent sales opportunities and was declining month after month. Recognizing that sustainable growth requires engaging interested buyers, SightCall sought to implement inbound lead generation to supplement sales. This would increase promising, warm prospect interaction to build a robust pipeline.



WHAT DID WE DO TO SOLVE IT?

We implemented a multi-channel global digital marketing strategy spanning PPC, display, remarketing, SEO, and email nurturing to generate a steady flow of inbound leads.

To target “dream accounts”, we developed a LinkedIn ABM campaign that targeted the Fortune 1000 and included direct response ads, custom content (ebooks, white papers), and webinars. This multi-pronged approach helped SightCall acquire several of its largest clients.

THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

We were able to achieve many positive results for SightCall, including:

- Increased incoming leads from a few leads per month to more than 20 leads per day
- Generated ABM leads from “dream clients” which were companies in the Fortune 1000
- Significantly increased SEO rankings so the majority of SightCall’s online content outranked that of their competitors and helped to attract a steady supply of quality incoming leads



SUMMARY

Through implementing an inbound lead generation program, we successfully addressed the client's need for sales pipeline growth.

Driven by extensive growth, the client earned recognition from *Inc. Magazine* as being one of the 500 fastest-growing software companies in America and was featured in *FAST Company* magazine.

**ARE YOU READY TO SCALE YOUR BUSINESS WITH
MARKETING STRATEGY AND LEADERSHIP?**

Call or Text (920) 318-0654