



# Fractional CMO case study


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"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?



Beonic.com (Formerly Skyfii) is a publically traded B2B SaaS provider that uses AI to monitor and optimize the movement of people through buildings and outdoor spaces (venues). They also provide a platform for their clients to send SMS messages to customers who are near a particular venue, allowing companies to contact their customers in real-time based on a person's geo location relative to the client's venue.

## WHERE WERE THEY BEFORE WORKING WITH US?

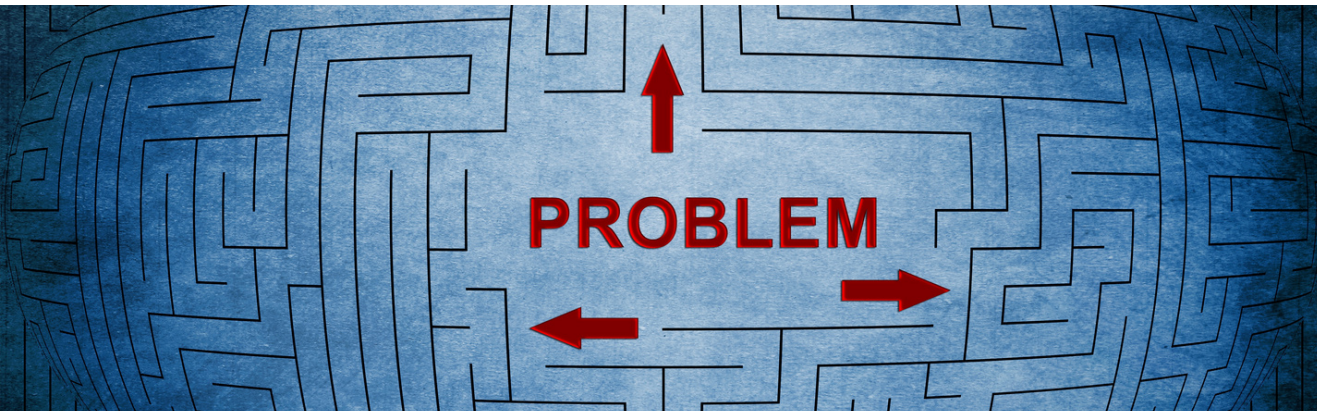
Prior to working with us, Beonic had a limited incoming lead generation program that was only producing a couple of leads per day.

Peter Geisheker was brought in to build an inbound lead generation program to fill the global sales pipeline.

# THE PROBLEM

## WHAT PROBLEM WERE THEY FACING?

Beonic's reliance on attending trade shows to fill their pipeline was greatly reduced due to trade shows being canceled because of COVID. Therefore, they desperately needed to implement an global inbound lead generation program to fill their 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 supply of inbound leads.

To target “dream accounts”, we developed a LinkedIn ABM campaign. It included direct response ads, custom content (ebooks, white papers), and webinars.

# THE OUTCOME

## WHAT RESULTS DID WE ACHIEVE?

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

- Increased incoming leads by 240%
- Reduced CPL by more than 60%
- Sales increased by 25% during the COVID global lockdown
- Increased SEO rankings so Beonic's content outranked their competitors and brought in a steady supply of quality leads



## SUMMARY

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

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

**Call or Text (920) 318-0654**