



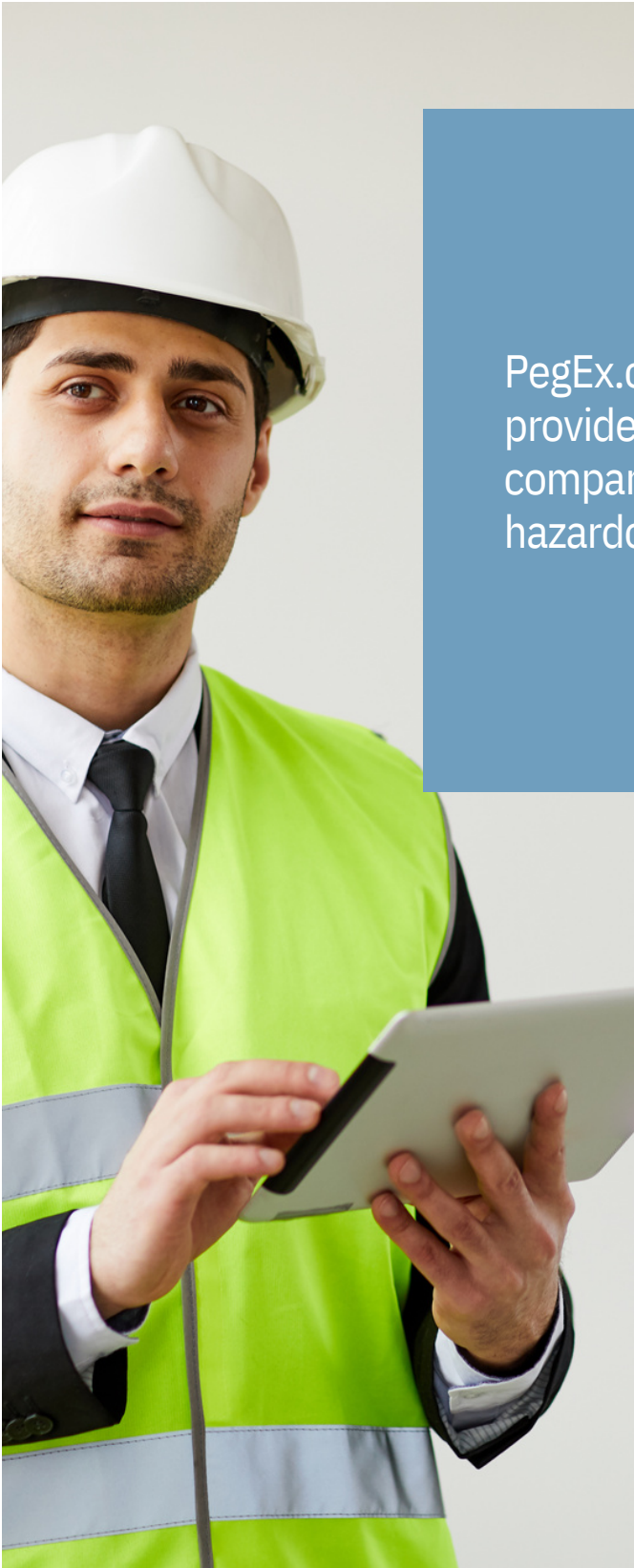
Fractional CMO case study

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

Geisheker.com | (920) 318-0654

THE CLIENT

WHO ARE THEY?



PegEx.com is a B2B SaaS company that provides waste management software for companies that manage hazardous and non-hazardous waste and materials.

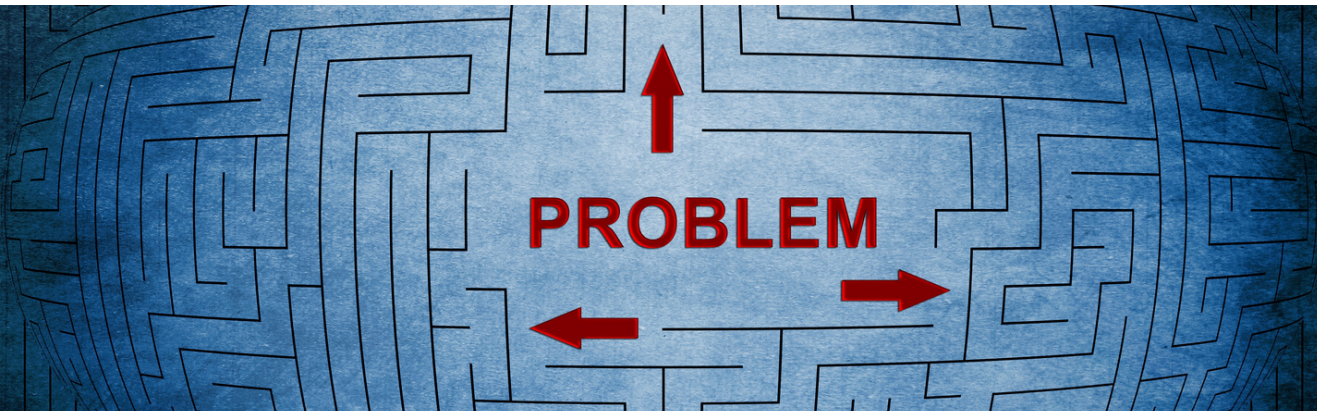
WHERE WERE THEY BEFORE WORKING WITH US?

Prior to working with us, PegEx was working with a local advertising agency to generate incoming leads and market the company. However, the leads were of low quality, very expensive, and had poor conversion rates.

THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

PegEx was burning through investor cash and needed an inbound lead generation program that generated more leads, higher quality leads, and at a lower cost per lead. Instead of working with a generalized ad agency, they needed an expert in B2B SaaS marketing who would take leadership of all marketing.



WHAT DID WE DO TO SOLVE IT?

We implemented a multi-channel 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 and custom content (reports, articles, and videos).

THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

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

- Sales increased by over 60% due to a steady supply of incoming leads
- Lead quality greatly increased
- Reduced CPL by more than 70%
- The ABM program helped them acquire dream clients
- Increased SEO rankings so PegEx'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