

DEMAND GENERATION SUCCESS STORY



TESTIMONIAL → *Anonymous case*



As the CEO of a company that offers process optimization solutions, finding qualified demand generation became a business challenge. I needed to rely on a company that could help me meet the growth plan outlined for the region.

When we met Echez Group and its development of customized solutions for qualified leads, we did not hesitate to work with them.

The work experience was synergic and professional, and they were responsible with information management, which was one of my concerns. We developed a marketing strategy that exceeded our expectations. Within a month, I obtained 19 leads for my company, which met all the characteristics of the ideal client; clients that really needed our services to optimize their processes based on analytics, who are now important business opportunities for the company.



Thanks to their professionalism, commitment, and the creation of a successful strategy executed together, we exceeded our goals and positioned ourselves as leaders in the market. I would absolutely recommend Echez Group as a strategic partner for any company's sales growth.

CEO

CLIENT REVIEW

A company that generates customized optimization solutions, developing processes that allow its clients to make strategic, tactical, and operational decisions in the planning and execution of projects.

CHALLENGE

To develop an effective strategy to increase the company's sales based on the right buyer persona and deliver qualified leads.

IMPACT

With the implementation of the demand generation solution, the client was able to:

- Increase the positioning of the corporate profile on LinkedIn by optimizing and properly managing commercial communication.
- Generate messages to the buyer persona using SEO segmentation with keywords, which improved the digital campaign.
- Develop a content grid with value contribution to its audience.

SOLUTIONS

Thanks to the implementation of the solution, the company was able to:

- Develop and execute a customized digital marketing strategy focused on demand generation.
- Improve the company's positioning on LinkedIn.
- Minimize the time it takes to obtain qualified leads digitally and traditionally.

RESULTS

The positive impact of the executed solution on the client is demonstrated by:



Generation of 13 qualified opportunities in the traditional commercial process.



Increase between 1.14% and 2.5% of the engagement on the commercial profile on LinkedIn.



Obtaining 19 verified leads in the digital campaign, which scheduled appointments to learn more about the client's solution.

