



CASE STUDY

START

THE PROBLEM

A Milwaukee-based B2B software and services company needed assistance rolling out their new product offerings to their target market. The company wanted to increase recognition, and needed assistance generating more, better qualified, leads.

ACCELITY'S SOLUTION

During a crucial time in their sales season, Accelity increased inbound lead generation for the company by building a solid marketing foundation. Accelity created buyer personas and implemented lead scoring. Then, Accelity executed inbound lead generation campaigns including the following:

- Content marketing
- SEO
- Blog writing and publishing
- Prospect email marketing
- Lead nurturing email workflows
- Seamless project management

CLIENT FEEDBACK



Accelity helped us think straight about lead generation and allowed us to really go above and beyond what we've ever thought we could possibly do. We're really excited about this partnership."

Chief Operations Officer

THE RESULTS

31

new contacts
per month

15

marketing qualified
leads per month

12

requests for
pricing or demos
per month



ACCELITY