



marketboats

the intelligent collab

CONTENT SYNDICATION AND ORCHESTRATION OF OUTBOUND **LEADS GENERATED** ACROSS DIFFERENT SOURCES



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The client needed to boost their outbound lead generation for their high-priced products and services (The sales ticket size ranged from \$20k to \$1million with an average sales value of \$150k). However, due to a lack of resources and expertise, they were unable to manage leads from different sources efficiently. Hence, they sought a reliable partner to generate high-quality leads for their premium offerings through effective lead-generation strategies and strategic content syndication.

The Client Background

The client is a renowned worldwide provider of precision measuring instruments catering to diverse industries such as healthcare, pharmaceuticals, environmental monitoring, and industrial applications. With a robust customer base across multiple continents, the company's global presence and influential position in the industry are evident. To expand their market share and revenue, they aimed to focus on high-value accounts through a well-structured campaign and relevant content syndication.



Inconsistent
management of
lead coordination



Minimal insights
into marketing and
lead generation



Promoting high-ticket
products across
geographies



Challenge in
generating buyer
intent

What Did Marketboats Propose?

01

Create a 360-degree campaign plan to connect with key decision-makers in prospective organizations



02

Implementing campaign and lead generation system with in-house platform CALS



03

Automated lead quality engine checking 100% leads through a 7-pronged lead validation with LeadsEye



04

Design a 6-month content syndication program with live webinars, thought papers, and Tele-calling



05

Promote relevant content to target the right kind of industries, job titles, and functions



Here's How Marketboats Operated!

To initiate the project, a proficient and dedicated team was meticulously assembled. They were extensively briefed on crucial factors such as target audience, campaign specifications, company assets, custom questions, templates, landing pages, and numerous other key elements. This meticulous approach ensures streamlined execution and optimal results.


Marketboats developed a comprehensive **360-degree** campaign plan that effectively engaged the target audience throughout their buyer's journey and seamlessly integrated various **marketing elements**.



The plan began with the implementation of the **Campaign and Lead Generation System (CALs)**, a cutting-edge automated system designed to source and filter leads with unparalleled accuracy. Once the leads were extracted, they underwent several checkpoints to ensure their authenticity and qualification as per the target audience base. Using Leadseye, **Marketboats** strained the generated leads through a 7-pronged validation and verification process to ensure **100% lead** quality, checking each prospective lead across multiple parameters.



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In order to guarantee ongoing engagement and effective lead nurturing, Marketboats designed a comprehensive 6-month program around content syndication. This outstanding program encompassed live webinars, thought-provoking papers, and impactful tele-calling initiatives, delivering a steady stream of invaluable, industry - specific content. Through this continuous flow of content, Marketboats educated potential leads, nurtured existing relationships, and established the company as an authoritative thought leader within the respective industry.

Finally, **Marketboats' promotional strategy** ensured that content reached the right audience. By targeting specific industries, job titles, and functions, Marketboats ensured its message resonates with the right people, increasing the chances of lead conversion.

The Campaign Outcome

- Significant increase observed in the quantity of generated leads for growth
- 2000 leads across 250 companies from the Pharma and CPG industries
- 6 deals effectively converted to success within a span of 18 months
- Streamlined collaboration across the company, distributors, and Marketboats
- Simple navigation for any change in the campaign structure and outcomes

Marketboats is a lead supply agency that brings together lead generation best practices and technology to deliver high-quality sales opportunities to leading B2B companies worldwide. Founded in 2012, Marketboats is headquartered in Washington, Delaware, with delivery centers in Bengaluru and Pune, India.

We are pioneers in adopting a technology-first approach to top-of-the-funnel lead management. Our fully automatic state-of-the-art lead management platform- CALS, allows us to deliver customized, error-free contact lists in the shortest possible turnaround time.

For more details, visit us on www.marketboats.com