

# Digital Marketing Evolution Doubles Lead Generation

A prominent player in the U.S. transportation industry sought to introduce and promote its **Payments Product** while leveraging digital channels to reach high-value prospects. The objective of their lead generation campaign was to establish a strong digital benchmark for the client's marketing efforts in 2.5 months. This would build on their traditional in-person events which typically generated around 10 leads annually.

## The Challenge

These were the client's hurdles with going digital:

- **Limited historical data** to guide the campaign's performance benchmarks.
- **Legal delays** in messaging approvals shortened the already tight campaign timeline.
- **New digital format** to replace in-person lead drivers.

Despite these obstacles, the client was determined to engage freight brokers and decision-makers through an impactful digital-first strategy.

## The Solution

The client adopted a robust Account-Based Marketing (ABM) approach that utilized multiple platforms and engaging content in these steps:

- 1. Developing an ABM List**  
Identification of high-value accounts, including Tier 2 and Tier 3 brokers. Decision-makers, such as CEOs and CFOs, as well as influencers like Controllers, were key prospects.
- 2. Tailored Messaging Across Channels**  
Full-funnel messaging was individually crafted and deployed through LinkedIn campaigns, programmatic ads, and content syndication for maximum reach and resonance.
- 3. High-Impact Content Creation** in multiple formats
  - Teaser Blog that emphasized product benefits.
  - Case Study featuring success stories and real-world applications.
  - Live and on-demand webinars to provide deeper insights.
- 4. Agile Execution**  
The team A/B tested messages and creative for higher lead-generation efficiency.

## The Results

The strategic shift to digital lead generation delivered remarkable outcomes within a constrained timeline:



Generated **120 high-quality leads**—double the leads from previous in-person events.



Identified **100 warm leads** for the sales team to nurture further.



Achieved a combined reach of over **3 million views** through LinkedIn and programmatic advertising efforts.



Secured **25 webinar attendees** directly attributed to the campaign's outreach.

This shift not only outperformed traditional methods but also set a new standard for the client's marketing efforts, demonstrating the effectiveness of marketing pivots, testing, and evaluating alternate strategies to achieve the same goals.



## Key Takeaways

- 1 Digital wins over traditional**  
The campaign successfully proved that a digital marketing strategy, when executed with precision, could outperform traditional approaches like conferences, which often have limits to their reach.
- 2 Personalized engagement drives results**  
By combining tailored messaging and a strategic ABM approach, the campaign captured the attention of high-value prospects and fostered lasting connections.

- 3 Agility is critical for success**  
Navigating tight deadlines, the client and agency team showcased how quick decision-making and iterative improvements can maximize impact.
- 4 Build for future gains**  
This campaign not only achieved short-term objectives but also established a benchmark for the client's future efforts, ensuring long-term growth opportunities online.



Are you ready to grow your B2B pipeline with digital expertise?  
Contact us today to explore your transformation.

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TO CHAT**