

Drove qualified leads for a niche industrial services provider by leveraging an omni-channel approach



Industry: B2B Industrial **Location:** Willoughby, OH

Project Opportunities

Neundorfer, an industrial services provider with deep domain expertise in pollution control systems, looked to expand as the market landscape for their services was shifting. To facilitate this, Neundorfer turned to VividFront to generate quality leads in new market sectors.

Services Utilized:

Digital Marketing

- Marketing Strategy Development
- Social Media Marketing

Traditional Advertising

- Trade Media Sponsorships

The Strategy

In order to capture leads in a cost effective manner, VividFront recommended taking a content marketing approach to capture leads higher in the funnel with gated white papers, which they would then nurture towards qualification. VividFront looked to leverage trade media partners for some industries to ensure that Neundorfer’s messaging was reaching the appropriate audience. VividFront opted to deploy a white paper sponsorship program, guaranteeing a set number of leads at a set cost per lead. VividFront then built upon that with highly-targeted LinkedIn promotion to reach these new audience segments with multiple touch points.

Leads Generated

Users that have indicated interest in your company’s product or service by converting a call to action

Goal

66
Qualified Leads

Results

138 ↑
Qualified Leads

109.1% ↑
Above the Goal

Cost Per Lead

The cost to acquire one user who has indicated interest in your company’s product or service

Goal

\$125
Cost / Lead

Results

\$65 ↑
Cost / Lead

47.8% ↑
More Cost Efficient