



LYN CRUICKSHANK, FOUNDER – MARKETING INDUSTRY.

How we generated a UK based marketing agency
£150k of revenue from a £15k investment.

AT A GLANCE

CHALLENGES

- New ways to have conversations with decision makers
- Leveraging LinkedIn properly
- Finding a consistent lead generation strategy.

DELIVERABLES

- A strategy that delivered a 10x Return On Investment
- £150k in revenue.

"We will continue to work with Outpace to build our pipeline of leads as well as raise awareness of the agency through targeted conversations. I would definitely recommend Outpace and their approach to deliver high quality, targeted leads. "

LYN CRUICKSHANK

Founder, Wallace Health – An award winning content marketing agency.

WHAT WAS THE EXPERIENCE LIKE?

"We've been working with Outpace since early 2022 and have been extremely impressed with their responsiveness and understanding of our market. They were able to convert our agency proposition into compelling content & pitches which have worked very well for us at generating leads".

WHAT HAVE THE RESULTS BEEN?

"In the first year, we secured a regular stream of high-quality meetings and conversations with prospective clients. By the end of the first year, three of these had converted to clients, with initial fee income in the first six months in excess of £150k"

Learn more at [outpacegroup.com](https://www.outpacegroup.com)