



CASE STUDY: MARKETING AGENCY



THE CHALLENGE

Lyn had been running her well-established marketing agency for a number of years, however realized that there was a huge untapped opportunity to generate new clients via LinkedIn, and she wasn't sure how to make the most of the platform.

THE SOLUTION

We undertook a detailed strategy process with Lyn to outline exactly which level of decision-makers he wanted to reach in his business.

From there, we leveraged her LinkedIn account to start engaging with her ideal clients - executive decision-makers in the healthcare space.

Our copywriting team crafted go-to-market messages and we split-tested them to the market, landing on messaging that was converting at over 4% and generating consistent conversations with qualified decision makers into Lyn's calendar on a weekly basis.

Within six months, the campaign had delivered over \$200,000 in revenue.

AT A GLANCE

Challenges

- Properly leveraging LinkedIn.
- Generating conversations with key decision makers at large companies.

Results

- \$200,000 in revenue after 6 months.
- 10x Return on Investment.



"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"

Lyn Cruickshank

Wallace Health Agency