



# CASE STUDY: HR CONSULTING



## THE CHALLENGE

Luke had just launched his startup HR consulting company and needed to accelerate his client acquisition strategy. He wanted a hands-off approach to generating leads that he would not have to spend countless hours doing himself.

## THE SOLUTION

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

From there, we leveraged his LinkedIn account to start engaging with his ideal clients - Founders and CEOs of SMEs.

Our copywriting team crafted go-to-market messages and we split-tested them to the market, landing on messaging that was converting at over 3% and generating consistent conversations with qualified decision makers into Luke's calendar on a weekly basis.

So far, the campaign has delivered a 548% return on Luke's campaign investment and brings in over \$100k of annual recurring revenue.

## AT A GLANCE

### Challenges

- Finding a reliable client acquisition strategy.
- Generating leads without spending time to get them.

### Results

- 548% Return On Investment.
- \$100,000 in ARR.



**"After the initial consultative period of discussing the target audience and messaging, the rest seems to just happen! All I needed to do was show up to the Lead meetings with my A-game. In regards to Net income vs Investment, ROI is 548% (and rising!)."**

### Luke Prebble

A Human Relations  
Consultancy