



# **Strategic Lead Generation Transformation in Energy Markets: Elevating Contractor Engagement in Safety and Compliance**

CASE STUDY

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**CLIENT**

Leading Safety, Training, and Compliance Solutions Provider



**INDUSTRY**

B2B Contractors/Suppliers



**PRODUCTS**

Safety, Training, and Compliance Solutions



**TARGET GEO**

Global



**BUSINESS OBJECTIVE**

To establish enduring B2B partnerships by connecting contractors and suppliers with essential safety, training, and compliance solutions, ultimately enhancing the safety standards across labor-intensive industries and fostering a culture of continuous improvement and compliance

**OUR SOLUTION**

- Conducted an in-depth data orchestration initiative to aggregate a detailed database of North American suppliers, focusing on those needing certification or recertification
- Aggregated intelligence from certifying agencies to validate and bolster the credibility of potential leads, ensuring they meet stringent industry standards
- Implemented a robust firmographics and contact data compilation process, integrating manual verification with technology-driven solutions to accurately target key personas
- Developed and executed a lead generation and engagement strategy capable of consistently delivering a high volume of qualified leads, tailored to support an extensive team of business development executives

**OUTCOMES**



Established a scalable process delivering 350 qualified leads per week, enabling the client's team of 20 business development executives to exceed sales targets by 15% over the initial 6-month period



Generated a pipeline impact with an estimated value increase of \$2.5M in potential projects within the first year, driven by high-quality lead conversions



Contributed to a revenue uplift of 10% in the fiscal year post-implementation, underscoring the efficiency and effectiveness of the lead generation strategy