



Digital Transformation in Manufacturing: Revolutionizing Lead Generation for Technological Growth

CLIENT

Leading Innovator in Manufacturing Digital Transformation



INDUSTRY

Information Technology and Communications



PRODUCTS

Innovative IT and Communication Solutions



TARGET GEO

Mexico, with a broad reach across key industrial regions



BUSINESS OBJECTIVE

The client, a pioneer in integrated technology solutions, sought to enhance their penetration in the manufacturing sector. The primary goal was to generate a stream of marketing qualified leads that exhibit a strong interest in technological solutions, such as Smart Glasses, IoT, and Cybersecurity, which address critical challenges in manufacturing efficiency and safety.

OUR SOLUTION

- Conducted a strategic market segmentation study to accurately identify and target manufacturers with a billing of over 10 million USD, establishing a comprehensive TAM.
- Created a representative sample of prospect data from various manufacturing sub-sectors to maximize initial ROI and guide the campaign scaling.
- Partnered with the client to craft a tailored communications strategy, highlighting solutions to industry-specific challenges via a dedicated microsite.
- Launched and managed a multi-channel marketing campaign, deploying analytics to continuously optimize lead qualification based on intent and consent.
- Expanded prospect data pools driven by ROI feedback, ensuring ongoing lead generation aligns with evolving market opportunities and client goals.

OUTCOMES



Catalyzed engagement with a meticulously curated list of manufacturing sector leads, enhancing the client's business development strategy with a consistent flow of 280+ targeted leads monthly.



Optimized the marketing investment by focusing on sectors with the highest engagement potential, leading to a 30% increase in lead-to-opportunity conversion rates within the first six months.



Drove a significant upsurge in client revenue, projecting a 25% increase within the first year through strategic alignment of lead generation with high-demand manufacturing solutions.



Implemented a feedback-informed campaign adjustment mechanism, securing the client's position as a front-runner in technological solutions for the manufacturing industry by dynamically responding to market needs.