

### A Case Study on End-to-End testing services:

Our client is providing end to end testing services which includes QA and Cyber Security testing services, they have stimulated up the assessment succession of being addressed as one of the most promising testing companies in the last 10 years. The problem? Their target audience was defined but failed to reach them.

Our client knew that lead generation services could help reach and educate its audience. They searched for a marketing consultant that specialized in the B2B lead generation marketing to help them generate interest in what they had to offer their buyers.

GetMePilot helped the client to start a digital presence with educational content, picking the right point of contacts / decision makers, create informative content and launch the email campaigns through manual efforts and increased their leads pipeline 10x more to close some big deals. With our lead generation strategy, we acquired 15+ high-quality leads every month.

Our lead generation tactics also helped to reduce many of the barriers that tend to keep leads from moving further down the marketing funnel, and ensuring that leads were high-quality for sales.

#### Our Responsibilities:

Understanding their products and services at a deeper level

Identifying key decision makers and the right point of contacts as per their Lead Qualification Criteria

Creating effective contents which includes Fresh and Follow-up emails

Warming up the campaigns before we go live

Start the email campaigns with the customized and personalized contents according to industries

Generating consistent leads every month

Scheduling the appointments with the prospects at their convenient time slots

Sending the reminder emails prior to the scheduled calls

Monitored campaign strategy to enhance performance and increase number of leads

Utilized A/B testing to ensure that campaigns were optimized to get the best results

Built reports to evaluate campaign performance and improve insights

Scheduled regular client phone calls to review campaign performance, and provide growth strategies.