

## Case Study: Lead Generation

# Lead Generation at Scale for a Global Recruitment & Staffing Brand

A global leader in staffing and workforce solutions—spanning Tech, Pharma, Public Sector, and Finance—was facing growth roadblocks. Despite having a strong outbound sales engine, their marketing efforts were fragmented: multiple tools with no integration, siloed sales and marketing execution, and no consistent content framework. Lead leakage, weak ICP targeting, and the lack of scalable campaign assets resulted in missed opportunities and inefficient use of resources.

## The Shift We Created

We redefined how marketing occurred inside their business by deploying an **offshore Senior Marketing Manager**:

- **Unifying Campaign Infrastructure:** Implemented HubSpot as a central Campaign Centre of Excellence, enabling gated content, nurture journeys, and real-time attribution.
- **Building a Content-to-Lead Engine:** Converted thought leadership into whitepapers and insight reports, directly tied to lead capture and nurture funnels.
- **Driving Sales-Marketing Alignment:** Automated lead qualification, handover, and escalation loops to eliminate lag between interest and sales action.
- **Optimising for Scale:** Streamlined creative production, A/B testing, and asset repurposing for faster go-to-market and consistent brand presence.

## Value Realised



### 200% Growth in Qualified Leads

Quarter-over-quarter increase in gated content downloads.



### High-Performance Nurture

Email **CTR at 22.4%**—double the industry benchmark.



### Accelerated Sales Velocity

**65% of qualified leads** moved to sales within 7 days, with **SQL conversions at 18%** (above target).



### Stronger Strategic Insight

Unified dashboards gave leadership a **clear line-of-sight** into performance and ROI across markets.



### Operational Efficiency

Automated lead handover **saved 30+ sales hours** per month, while campaign build time dropped by 40%.



### Scalable Content Engine

**20+ gated assets** and 100+ marketing pieces repurposed for cross-market impact and A/B testing.

## The Outcome

The client transitioned from fragmented campaigns to a **scalable, insight-driven growth engine**. Marketing and sales began operating as one **seamless system**, delivering **measurable returns** and freeing up resources for higher-value initiatives. This digital foundation now powers next-level campaigns with webinars, **predictive lead scoring**, and **AI-driven engagement**. Building on this success, the client expanded our services in lead generation, content and digital marketing, and SEO across additional departments in the **UK, US, and Australia**.