

## Case Study: Market Outreach

# Transforming Marketing Outreach Across Multiple Industries in the US

A group of US-based companies across technology, healthcare, insurance, and media industries faced a shared challenge — their marketing outreach was fragmented, reactive, and disconnected from sales performance. Campaigns lacked clear targeting, CRM systems were underutilized, and engagement was inconsistent. Without alignment between marketing and sales, the lead-to-meeting pipeline remained unpredictable and inefficient.

What initially appeared as a bandwidth issue revealed itself as a performance limitation — outreach processes that occurred as disconnected activities rather than an integrated system for growth.

## The Shift We Created

IMS nHance established a six-member offshore Marketing Outreach team for four client accounts, shifting from isolated campaigns to a data-driven, outcome-focused growth strategy.

- **ICP Framework Development** — Defined clear Ideal Customer Profiles for each client, tailored by vertical, buyer role, and intent data.
- **Data Mining and Segmentation** — Collected and enriched prospect data from multiple platforms, then segmented audiences by industry, engagement, and readiness.
- **Campaign Execution** — Designed and launched organic outreach campaigns across social media and email using AI-assisted copywriting and Canva Pro designs, ensuring high-quality creative output.
- **CRM and Lead Lifecycle Management** — Streamlined CRM processes, ensuring accurate data capture, clean handoffs, and zero lead leakage.
- **Sales Alignment and Meeting Scheduling** — Integrated marketing workflows with sales follow-ups, scheduling qualified meetings directly with sales teams and tracking conversions in real time.

## Value Realized



### 3X Growth in Qualified Leads Per Quarter

Data-backed ICPs and targeted segmentation produced consistent, sales-ready leads.



### 10+ Sales Meetings Scheduled Each Month

A direct result of synchronized outreach, lead nurturing, and CRM automation.



### 60% Faster Sales Response Time

Automated alerts enabled near real-time follow-ups with high-intent prospects.



### 2X Increase in Organic Engagement

Consistent, AI-powered content design and messaging drove stronger visibility and audience interaction.



### End-to-End Lead Lifecycle Ownership

Complete visibility from prospecting to meeting conversion, ensuring no opportunities were lost.



### 30% Reduction in Outreach Costs

Offshore delivery improved efficiency while maintaining high-quality engagement outcomes.

## The Outcome

The outreach process was no longer experienced as a fragmented marketing function but as a **strategic growth engine** tightly aligned with sales. Marketing and sales began operating as **one integrated system**, driving measurable results across industries. With **smarter targeting, faster execution, and clear accountability**, IMS nHance built a scalable model for continuous lead generation and conversion.