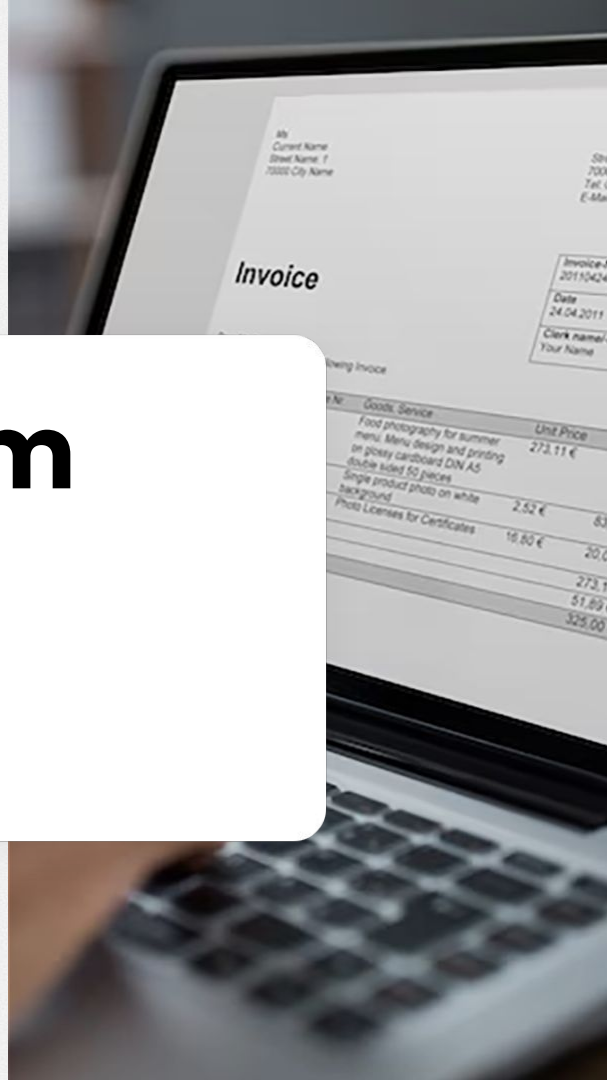
SINGLE GRAIN & GOCIOUS

CASE STUDY

How We Helped Gocious Increase Leads From Enterprise Businesses.

Our Goal

Generate MQL From Enterprise-Level Decision Makers



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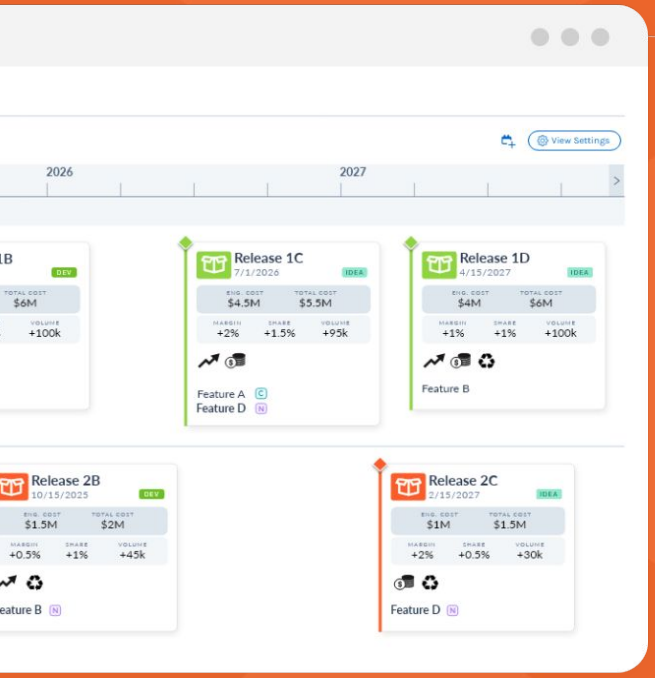

The Challenge

Gocious is an enterprise B2B SaaS company focused on providing product roadmapping software to enterprise companies across several industries.

They hadn't historically invested in marketing and sales, leading to slow lead growth and very low brand awareness.

This meant that there were only a handful of prospects who knew who they were, and even fewer willing to sign a long-term contract.

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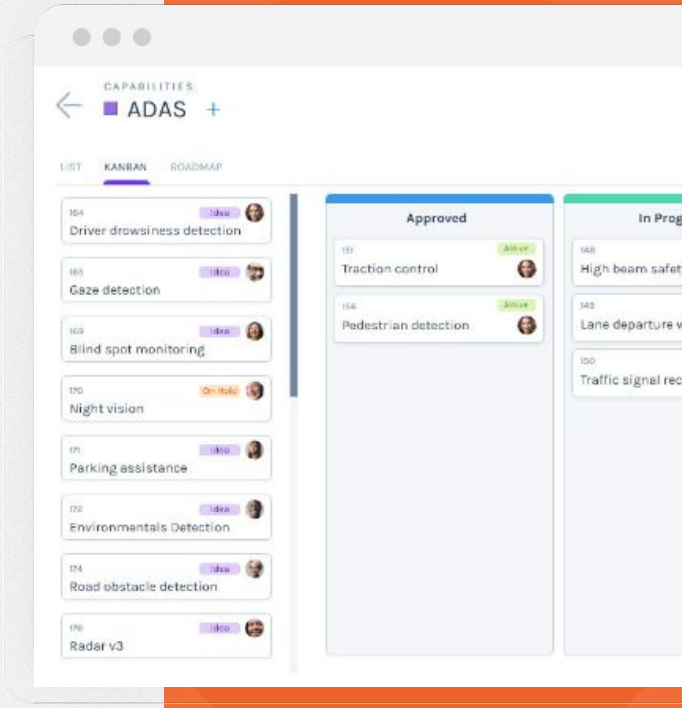
Full Funnel Tactics

LinkedIn

- Introduced Top-Funnel campaigns aimed at introducing prospects to the Gocious brand and generating high quality audiences of video and ad engagers.
- Generated warm leads by educating ICP-aligned prospects with highly educational eBooks in exchange for their lead information.
- Nurtured prospects towards Demo with highly targeted LinkedIn and Email content built to drive action.



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Results

In the 1st month of full-funnel strategy and implementation, MQL driven by LinkedIn ads increased by 193%, the highest MQL volume driven over the last 24 months.

With this baseline of performance, we're now beginning to test and iterate other campaign types, including document ads.

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Thank You

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Driving Innovative Marketing for Great Companies

If you want to achieve the same results, get in touch with SingleGrain.