



B2B DEMAND GENERATION SOLUTION  
FOR ALL BUSINESSES

# CASE STUDIES

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# ABOUT THE COMPANY

Blockchain Press Media is a full stack crypto marketing agency and helped web3 projects using modern marketing tools and strategies to deliver successful crypto marketing campaigns.

## CHALLENGES

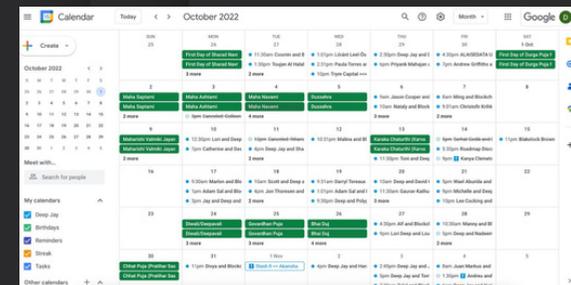
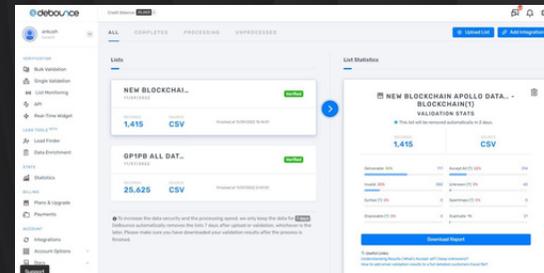
- BPM wanted to reduce their call booking cost. (from \$250/SQL that they were paying).
- Consistent meetings booked for their sales team (2-5 per day) that they were not able to achieve due to the volatility of the crypto market.

## SOLUTION WE IMPLEMENTED A STRATEGY IN TWO PHASES

- **Phase 1:** We Implemented Demand Generation Campaigns via hyper-personalized outreaches to their ICP on the behalf of BPM.
- **Phase 2:** To get consistent higher quality leads, we started partnering up with relevant publications to whom the BPM team provided some value and in exchange they started referring our team to the interviews or PR clients they had, boosting BPM calls.

## RESULT

- Within a time span of 3-6 months we were handling **100 inboxes** by the end we were able to achieve 3 - 5 high-quality calls/day adding \$80k - \$90k revenue on a monthly basis.



## ABOUT THE COMPANY

DigitalMind360's 360 degree digital service portfolio helps their client's make digital transformation easy and help them grow in a modern marketing platform. Their social media marketing strategies have helped their clients convert piffling opportunities into game-changers.

### CHALLENGES

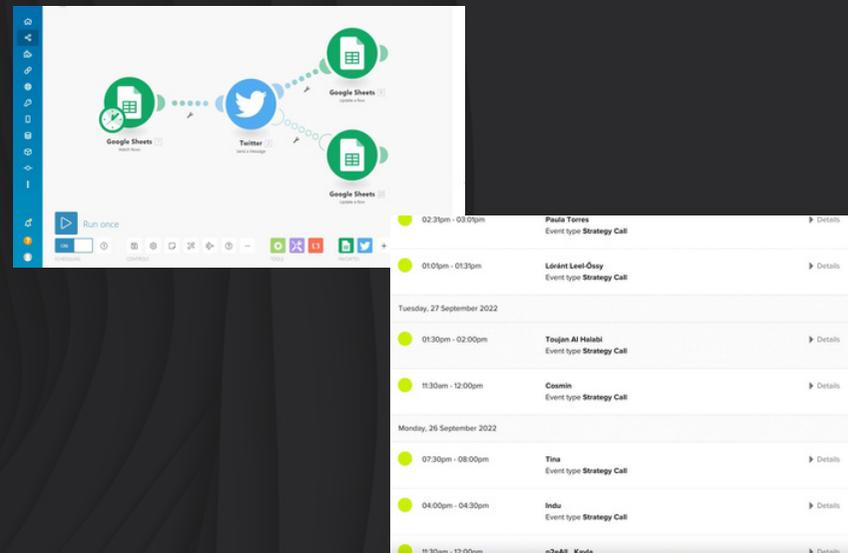
- DigitalMind360 as an agency was facing trouble scaling its operations and growth due to a lack of leads as they are working in an extremely saturated social media market.

### SOLUTION WE IMPLEMENTED A STRATEGY IN TWO PHASES

- We brainstormed with the DigitalMind360's team and took the hyper-prospected approach tapping one niche at a time.
- To get better results we used Twitter DM and mention approach in our campaigns to relevant project founders and were able to get desired results.

### RESULT

- Our team was able to generate high-quality sales calls for DigitalMind360 for Social Media Services within **4 months** and are helping them grow faster than ever.





## ABOUT THE COMPANY

Rankkking a full service marketing agency getting ahead of the curve. They help businesses grab more attention and charm their audience with our proven creative capabilities conceptualization and market-analysis, planning and strategy, business and distribution both digital as well as social.

### CHALLENGES

- They had a growing business but their current lead generation strategies were costing them more than \$200 for a discovery call with prospects so they needed to reduce this cost in order to be able to scale the operations.

### SOLUTION

- Our team set-up hyper-personalised multiple touch point cadence (email, twitter and linkedin) using the multiple tools and ran outbound outreach campaigns to an extreme targeted audience to help achieve the desired results.

### RESULT

- We were able to achieve the goal and reduced the per-call cost to **\$50** (1/4th of what they were working at) and are still providing their sales team sales meeting on a regular basis.

Campaign Name	Sent	Delivered	Open Rate	Click Rate	Status
7/10 ranking Seo campaign T2-10	799	129	78%	9%	Active
7/10 ranking Seo campaign T2-9	819	121	70%	13%	Active
7/10 ranking Seo campaign T2-8	841	130	74%	7%	Active
7/10 ranking Seo campaign T2-7	817	103	50%	7%	Active
7/10 ranking Seo campaign T2-6	774	119	72%	17%	Active



## ABOUT THE COMPANY

Freshlee Retail has been distinguished by the basic principles, which are at the heart of their activities Pure as Honey, Value for Money and Top in quality with over 22,000 products and over 400 brands in our catalogue and with their online store, all what you need is with Freshlee.

### CHALLENGES

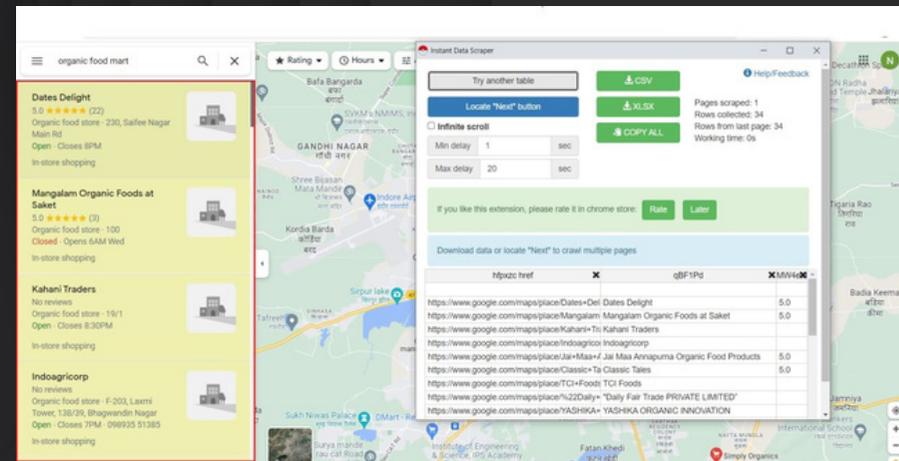
- Freshlee had a catalog of more than 1500 organic food products, but they were not able to sort out the supply side and were having a hard time connecting with prospects for bulk supply.

### SOLUTION

- We took a hyper-local targeting approach in order to find the kind of outlets and stores, our team was able to find and scrape the required data for Freshlee.
- Then we ran outbound campaigns and were able to get the results.

### RESULT

- Our team was able to connect Freshlee team with more than **108 suppliers** till now and is still generating more such leads every day.





# ABOUT THE COMPANY

PAXO is a decentralised money market protocol which opens up investment loan options in the DeFi space that allows users to invest in digital assets through multi-pool borrowing.

## CHALLENGES

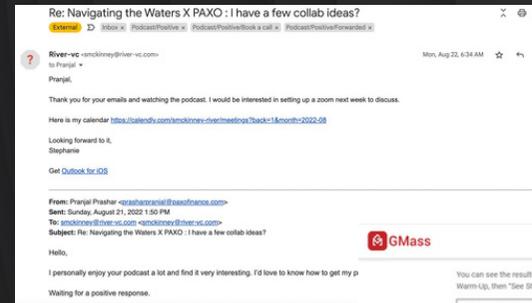
- Paxo Finance had raised \$4mn dollars in funding for their loan protocol project and was looking for Organic coverage.

## SOLUTION

- We created a data set of relevant News Publications and Podcasts in their niche and ran relevant automated campaigns on them.

## RESULT

- We were able to get Paxo Finance **organic placements** on many Podcasts and News Publications



SportzChain is the world's first engage-to-earn (E2E) platform for sports fans powered by sports tokens (fan token 2.0), watch 2 earn, fan commerce and gamefi.

## CHALLENGES

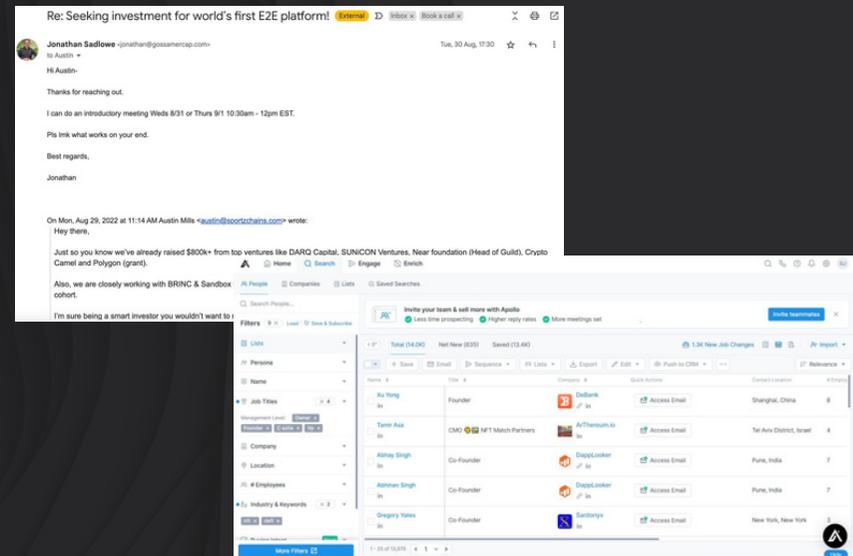
- SportzChain is an exciting project for the fan community but they were facing trouble connecting with investors due to lack of network.

## SOLUTION

- Our team was able to extract the data of Funds, Capitals and Investors that recently invested in similar web3 projects and did a personalised outreach to them.

## RESULT

- We were able to connect SportzChain to more than **65 HNIs** and get them more than 15 calls with the investing firms.





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As seen on



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