B2B Lead Generation Case Study – Business Lending



The Situation

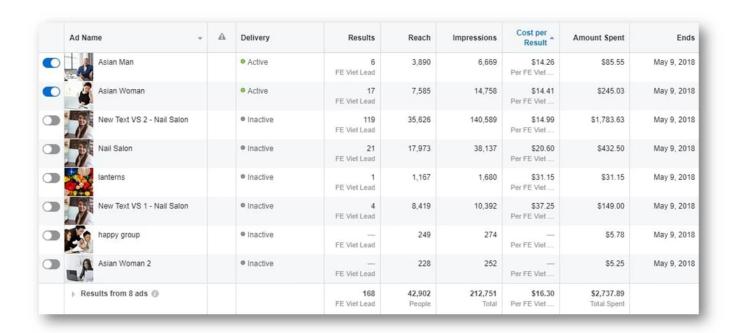
A client in the business lending space struggled to generate quality leads on a consistent basis.

The client brought us on to create a customized lead generation funnel. This included writing the copy for, designing, and building a landing page. We integrated the landing page with the client's CRM and Constant Contact accounts.

We wrote the copy for, designed, and set up an automated email marketing sequence to nurture leads and send reminders. We created a tailored Facebook advertising strategy to generate leads and new lending clients. We launched several campaigns across three different languages (English, Vietnamese, and Korean) with each recorded lead being a completed application.

The Outcome

Through our efforts with Facebook advertising we were able to consistently generate the client leads for under \$15 per completed application.



Client Testimonial

"Professional work – started the job with an outline and detailed cost breakdown ended with great landing page copy and design with the work already producing expected results."

- Yaniv G., COO



