

SALES GROWTH FOR ENATE APAC

Enate APAC saw a 70% increase in top of the funnel lead count post engaging with CMO Outsourced



AT A GLANCE

Challenges

- Poor positioning
- Lack of Top of the Funnel leads
- Low brand awareness

Benefits

- 70% increase in MQLs
- Improved sales velocity
- Better brand awareness across prospective partners and customers



"Our APAC business saw an exponential growth in sales velocity post engaging with CMO Outsourced. Sonesh's background in content marketing in B2B SaaS helped us generate the right assets, target the right ICPs, and use the most appropriate channels to build our sales pipeline"

Uday Jose
Managing Director
Enate APAC

OBJECTIVES

Enate APAC is the Asia Pacific subsidiary of Enate UK - a leading global process orchestration solutions company, Enate wanted to develop a healthy pipeline of Marketing Qualified Leads (MQLs) for the sales team from identified key accounts with possible buyer intents. They wanted the right positioning, content assets, and campaign strategy to help them achieve desired sales objectives

SOLUTIONS

CMO Outsourced simplified the positioning for Enate APAC and started lead generation campaigns targeted towards Key Accounts in specific industries. The content marketing strategy encompassed whitepapers, emails, blogs, videos and multiple content assets used for LinkedIn ads, SEO, Email Marketing and Google PPC campaigns.

BENEFITS

Exponential increase in MQLs

Generated an average of 150 MQLs per month through multiple content assets cutting across industry sectors

Improvement in sales velocity

Deal movement improved by 30% with focused persona based content marketing initiatives

Better Partner Engagement

Joint GTM initiatives with enterprise partners like Happiest Minds and Tech Mahindra

Increase in brand awareness

Enate APAC is getting recognized by their Ideal Customer Profile (ICP) and prospective partners across their buyer journey