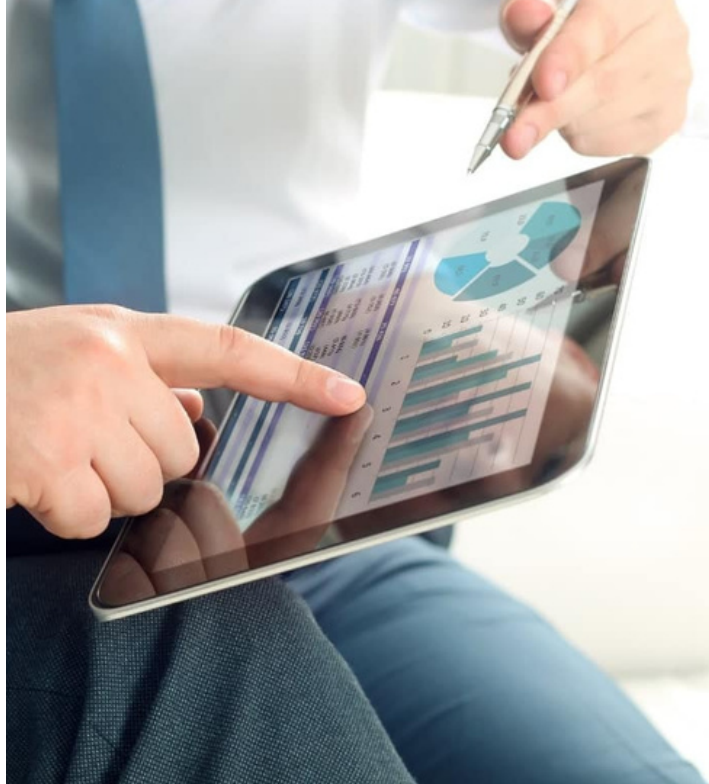# TOP OF THE FUNNEL GROWTH FOR EFFORT

Geteffort.com saw a 60% increase in top of the funnel lead count post engaging with CMO Outsourced

AT A GLANCE

Challenges

- Poor lead flow
- Lack of CXO engagement
- Low brand awareness amidst enterprise customers

Benefits

- Uplift in brand awareness
- Improved lead generation
- Increase in engagement with enterprise customers

"When we engaged with CMO Outsourced, we were looking forward to serious improvements in our lead generation strategy. Sonesh was able to increase lead volumes significantly through targeted content marketing initiatives."

Ramakrishna Chiniarlapalla
CEO
Geteffort.com & Spoors

OBJECTIVES

Geteffort.com is a SaaS workflow automation platform by Spoors - a Hyderabad based enterprise solutions company, They wanted to ensure brand awareness of their product amidst targeted industries - BFSI, Manufacturing, Retail, FMCG, Healthcare and develop a healthy pipeline of Marketing Qualified Leads (MQLs) for the sales team to follow up and nurture them to closure.

SOLUTIONS

CMO Outsourced worked with the Geteffort team to develop key content assets (whitepapers, ebooks, case studies) around targeted industries and used them to generate top of the funnel leads. The leads were further nurtured by email marketing drip sequences and the end result were demos being set up for the sales team.

BENEFITS

Uplift in brand awareness amidst the right TG
CXOs from the targeted industries started engaging with the content from Geteffort through Linkedin campaigns

Exponential increase in Top of the Funnel leads
Lead generation improved by 80% with focused industry specific content marketing initiatives

Improvement in lead nurturing process
Focused email marketing follow up initiatives on MQLs improved sales velocity by 50%

Increase in engagement with enterprise leads
While they were initially focused on the mid-market segment, they got good traction from large enterprises through focused Linkedin campaigns targeting CXOs