

# CLIENT SUCCESS STORY

We focus on scaling and growing your business, that is why we have so many satisfied clients.



## Big Ideas

### *PR/Marketing*

Big Ideas Machine is a London-based B2B tech PR and marketing agency with an inbound PR approach. They help generate leads for their clients and convert them into valued customers. Big Ideas combines expertise in content, PR and marketing automation with innovative ideas to help them deliver consistent great results to their clients.



Add Quote here



Name & Surname  
Title



## CHALLENGE

### THE CHALLENGE

Big Ideas Machine required leads from businesses that they knew would be receptive to their offering. They needed a more efficient way of generating a large volume of new, relevant leads to create a constant funnel for their sales team.

# SOLUTION

## THE SOLUTION

*Growthonics provides a successful path to sales by managing the sales funnel from booked prospects to meetings booked.*

### 1. Sourcing

- Growthonics assigned a dedicated account manager to work with Big Ideas Machine to better understand their perfect profile and create the best strategy to source quality leads effectively for them.

### 2. Enrichment

- Growthonics combined human skill with technology to work full-time in identifying leads which precisely matched Big Ideas Machine's requirements.

### 3. Outreach

- The Growthonics outbound team crafted the optimum 6-touch email campaign. By tweaking it regularly we ensured the highest possible number of positive responses.

### 4. Development

- Growthonic's team enabled Big Ideas Machine's sales reps to positively engage with the daily influx of leads in their CRM database and continue to enrich the contact information.

Targeting & Profiling

Data Collection

Outreach

Meetings Conversion

# RESULTS

## THE RESULTS



**2 weeks**  
ONBOARDING

Our teams at Growthonics ensured a 2week ramp up time to ensure that the necessary processes were in place and taking into effect so as to ensure positive engagement, high levels of email open rate and quality leads.



**52%**  
OPEN RATE

Our team of specialists managed Big Ideas Machines' outbound email campaigns which also gave them access to the best automation tools on the market, giving them high visibility and high levels of email open rates.



**1000+**  
LEADS FOUND PER MONTH

We sourced and generated unique leads based on Big Ideas Machines targeted personas and ideal customer profiles to ensure that they had a predictable, reliable and scalable sales engine and pipeline. This was done with the use of technology and human resources.



**4.8%**  
POSITIVE ENGAGEMENT RATE

With a dedicated campaign team to manage and optimise campaign results, we helped to track and log responses in order to optimise reply rates achieving a 4.8% positive response rate.