



B2B Marketing Campaigns

Generated over

US\$300k

in business revenue



Literal Humans



A UK-based content marketing agency that works with US and Europe-based clients

Challenges

Difficulty attracting quality B2B leads for their business.
Continuously filling their sales funnel with prospects.


Target Audience

Businesses and funded startups with at least US\$4 million in funding.

Results

Generated leads that brought in US\$330k worth of revenue.

Recurring leads each month from well-funded startups and businesses.



Literal Humans



Process

- Identified and designed ICPs (ideal customer profiles) and where they were in their buyer's journey.
- Drafted custom copy focusing on pain points and highlighting the company value propositions.
- Crafted strategies to identify and reach their key decision-makers.



William Gadsby Peet • 2nd

Co-Founder & Chief Strategy Officer at Literal Hu...

1yr •

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It's been awesome to watch the lead gen product [Tafadzwa Mrewa](#) and [Paul David](#) built for our agency go from strength to strength – \$330,000 of new business closed in the first year!

TGP International



A global hospitality agency specialising in concept development, restaurant interior design, project management, restaurant franchising & brand design.

Challenges

They wanted to expand into the Middle Eastern and European markets to grow their brand.

Target Audience

Prospects interested in setting up hotel chains, restaurant franchises, or sizeable interior design and concept development projects.

Results

Generated qualified leads from 3 & 5-star hotel brands interested in working with them.

Secured several meetings with potential prospects in the Middle Eastern market & increased brand awareness.

TGP International



Process

- I crafted custom strategies around brand awareness and prospect nurturing.
- Set up an omnichannel strategy with various touch points.
- Leveraged company assets such as the 2020 Dubai food hall concept and thought leadership content to deliver value.

ITSM Corporation



A leading global provider of infrastructure management services in the tech niche.

Challenges


They wanted to expand the company's reach throughout other regions in Australia to grow their brand and required business development services.

Target Audience

IT Directors and Senior Compliance Managers heading companies with an employee count above 50.

Results

Increased the number of leads they were getting by 42%. Improved brand awareness through various geographic regions around Australia.



ITSM Corporation



Process

- We implemented multiple campaigns to convert more leads for the brand.
- We adjusted the messaging to align with the brand.
- Customised all the campaigns to speak to the different target audience segments.

Grapeseed Media



A programmatic digital advertising agency with a US and UK presence serves clients in both markets.

Challenges


They wanted to expedite their outreach strategies to bring in qualified leads, potential business partners, improve SEO and build brand authority in their niche.

Target Audience

C-suite executives in various verticals from small - large scale enterprises.

Results

Filled their sales funnel with qualified leads monthly.
Organic keywords increased and acquired 1.1k backlinks.
Improved SERP results for target keywords to page 1.



Grapeseed Media



Process

- Developed attractive offers to potential business partners based on their personas.
- Provided training sessions on leveraging specific channels for their target audience to build brand awareness.
- Published original content to attract and nurture their potential prospects.
- For top of the funnel content we focused on educational content for brand awareness.
- Conducted A/B tests and doubled down on the winning approach.



Want to Grow Your Brand?

BOOK CALL