

Case Study 2

How LinkedIn Campaigns Supported Velaro's B2B Growth

Building awareness and generating demand among decision-makers across Velaro's target markets.

B2B Digital Marketing Strategist | September 2023 – April 2025

1025

Impressions

15

Qualified Leads

1.5%

CTR

Challenge

Velaro needed to increase visibility among B2B decision-makers and generate more qualified leads through LinkedIn.

Results

The campaigns generated 1,025 impressions, 15 qualified leads, and a 1.5% CTR, helping Velaro build visibility and create new opportunities within its target B2B market.

Solution

Developed targeted LinkedIn campaigns to reach key decision-makers, refining audience targeting and messaging to support lead generation and B2B growth.

Services Provided

- LinkedIn Campaign Management
- B2B Paid Social Strategy
- Lead Generation
- Campaign Messaging
- Performance Monitoring

