



PRP-CMO

Multi-Channel Marketing Success in B2B

Building a Repeatable
Process to Generate
1700% ROI

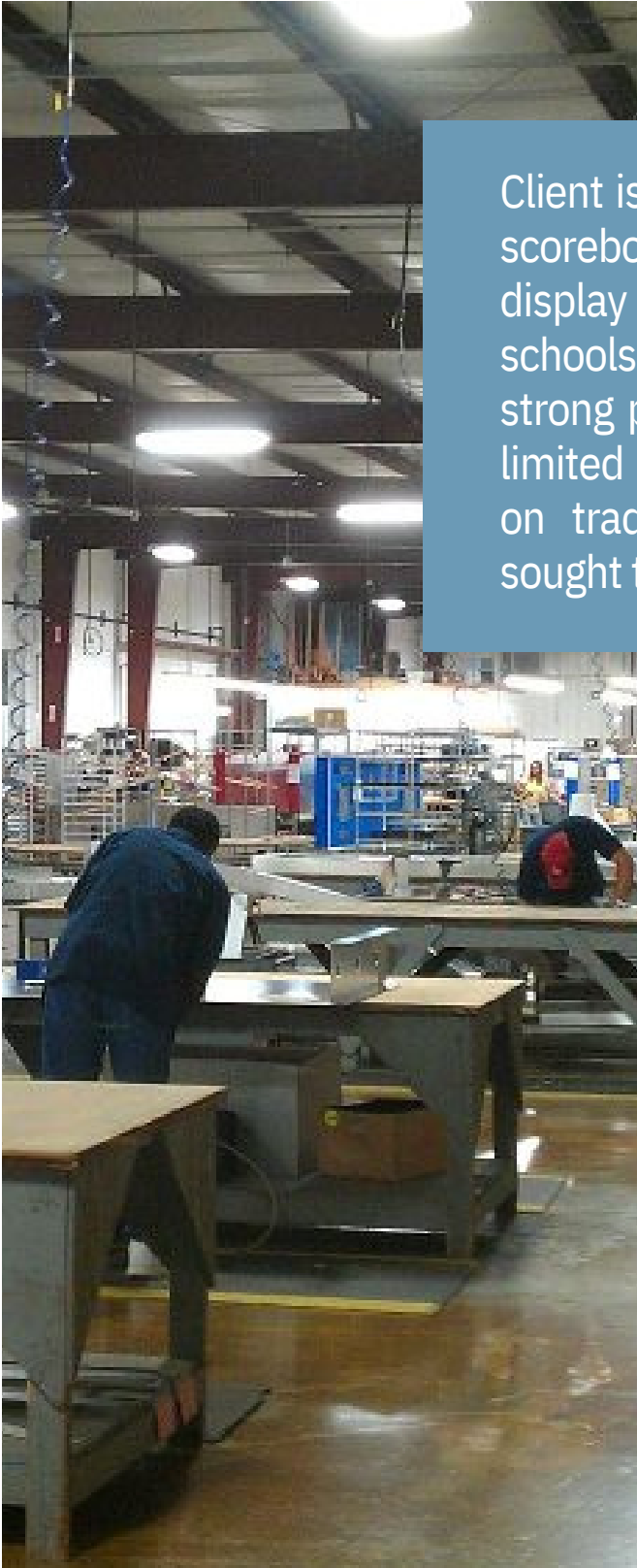
A Fractional CMO Case Study
in the Manufacturing Industry

for more info, call or text
317-660-5424



THE CLIENT

INDUSTRY: MANUFACTURING
VERTICAL: LED SCOREBOARD



Client is a leading manufacturer of LED video scoreboards, providing high-quality digital display solutions for athletic programs at high schools, colleges, and universities. Despite its strong product offerings, the company had a limited marketing presence, relying primarily on traditional sales efforts. The company sought to expand its lead generation efforts.

THE PROBLEM

The client's existing marketing strategy was underdeveloped, with minimal investment in digital marketing, direct mail, or social media outreach.

The challenge was to rapidly build and execute a marketing program from scratch that could drive an increase in leads while maintaining cost efficiency.



THE SOLUTION

A multi-channel marketing strategy to maximize exposure and engagement across digital and traditional platforms.

The solution included:

- **Email Marketing** to target high-potential prospects and create awareness
- **Direct Mail** featuring product images to reinforce the initial email campaign
- **Social Media** to add social proof to previous marketing messages
- **Content Marketing** to leverage campaign imagery and descriptions on company blog and gallery.
- **Repeatable Process** to easily recreate campaigns for new audience segments.



THE RESULTS

The implementation of this multi-channel strategy led to a significant boost in lead generation and ROI:

- Lead volume increased from 4,000 to over 5,000 in under 12 months.
- The repeatable marketing formula generated a 1,700% ROI annually.
- The integrated approach created a sustainable long-term marketing asset for the company.



KEY LEARNINGS

By implementing this data-driven, multi-channel marketing strategy, the scoreboard manufacturer successfully transformed its lead generation efforts, creating a highly effective and scalable program that continues to drive business growth today.

ARE YOU READY TO SCALE YOUR BUSINESS WITH MARKETING STRATEGY AND LEADERSHIP?

**Contact Us
Today**

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