

## B2B Lead Gen

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StratX EXL prepare leaders and managers at multiple levels to drive business results through experiential learning and training.

We were tasked with generating leads through Google Ads for their consultancy programs.



# Our Approach

We helped to build a number of downloadable resources which would provide our target audience real value. In return for this resource they would have to leave us a number of key details including their contact details, which the sales team could then qualify after the lead was generated.

## Our process was:

1. Create Lead Magnet ( in this case downloadable PDF )
2. Create Targeted Landing Page
3. Drive targeted traffic through keyword targeting, remarketing and other highly targeted campaigns.
4. Generate leads for sales team to follow up

# Results

**1,219**

Leads created

**17%**

Conversion rate

**€3.59**

Average cost per lead

## StratX Results - Q4



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