

# IOT MARKETING QUALIFIED LEAD GENERATION CASE STUDY

*IoT Marketing is a full service marketing, PR, and production firm specializing in launching and fueling business growth for technology companies.*

## THE CHALLENGE

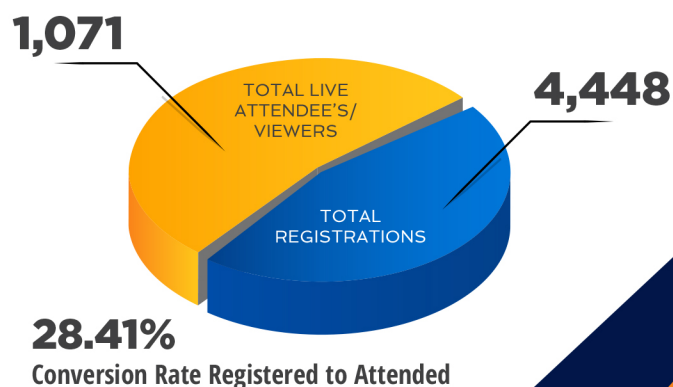
As markets continue to shift and the state of tradeshow slowly begin to resume, lead generation remains a challenging area for technology businesses.

IoT Marketing was approached for lead generation services by Zebrafi, a company specializing in guided selling systems for optimizing sales processes and results. Zebrafi wanted to expand its reach and offer their services to those in the IoT and telecom ecosystem.

## THE SOLUTION

The IoT Marketing team performed a lead qualification analysis to identify the right businesses and people within those organizations to target in their lead generation efforts. Characteristics of their qualified leads included company size, titles, location, and approximate annual revenue.

With a goal of providing a list of 50 qualified leads for Zebrafi, IoT Marketing developed a strategy for Zebrafi to participate in one of their Industry Insights Webinars, about a complementary topic to the founder's supply chain experience. This delivered brand awareness to 4,448 registrants and 1071 attendees.



info@iotmktg.com  
www.iotmktg.com

facebook.com/iotmktg  
twitter.com/@iotmktg

Youtube: IoT Mktg  
Linkedin: IoT Marketing

[www.iotmktg.com](http://www.iotmktg.com)

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IoT Marketing also created a breakout session featuring 2 calls-to-action for free downloads. Zebrafi used an ebook and an audiobook to feature as free downloads during the webinar and breakout session. The free downloads were also featured in email campaigns and on social media.

Those who participated in the offer by downloading one or both of their downloads were placed on the list of 70+ qualified leads delivered to Zebrafi in a spreadsheet for further outreach and lead nurturing.

By generating the list of qualified leads through a means of verifiable actions, Zebrafi was able to clearly see who was potentially interested in their products and services and the strategy proved to be successful.



*The promotion of value driven calls-to-action delivered an IoT Marketing client 70+ leads from participation in a single Industry Insights Webinars live event.*

## WHY IT WAS A SUCCESS

As an integrated marketing firm, IoT Marketing provides end-to-end services from planning and executing go-to-market strategies and product launches to delivering targeted lead generation. With deep industry knowledge in IoT and other advanced technologies, IoT Marketing provides vital insights on emerging markets and their high-tech applications.

IoT Marketing hosts a monthly series, Industry Insights Webinars, that has gained a growing international audience with 1,200-2,500 decision makers, end users and ecosystem professionals that tune in live for their monthly events. The series features a panel of thought leaders, experts, and solution providers that share strategies for deploying connected solutions.

Positioned in the industry as a trusted source of valuable information, IoT Marketing leverages Industry Insights Webinars to provide lead generation services, where they can identify interested leads based on featured offers from clients.

This strategy has been successful for IoT Marketing in generating genuine interest and driving sales for their clients products and services.



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