



OPTIMIZED SOLUTIONS APPROACHED WEBTAGE TO BUILD THOUGHT LEADERSHIP AND GENERATE LEADS FOR ITS ENTERPRISE SOFTWARE PRODUCTS IN THE DIGITAL TRANSFORMATION SPACE.

978%↑

WEBSITE TRAFFIC

250%↑

SOCIAL ENGAGEMENTS

110%↑

LEAD GENERATION

PERFORMANCE

(3 months performance)



3.5K VIEWS

Videos



6.51%

Email Engagement



6.67%

Paid Social Conversion



2.5K

Social Views

THOUGHT LEADERSHIP FROM SCRATCH

Optimized Solutions was interested in generating leads for its practice areas, starting with their flagship digital transformation product, aimed at business technology buyers and the C-level suite in the U.S.-based manufacturing sector. We realized right away that they lacked the visibility and the thought leadership that could put them at par with competition and worked on collateral creation and ongoing content marketing. End result? Significant brand exposure, content engagement, and lead generation.

SOLUTION

(3 months performance)

3 VIDEOS	12 BLOGS	WHITE PAPERS
PRODUCT BOILERPLATES	SEO ARTICLES	
	1 WEBSITE	
SOCIAL POSTS & AD COPIES	6 POWERPOINTS	
12 LANDING PAGES	24 EMAILS	2 BROCHURES

