

Case Study

How I helped a Temperature Control Equipment provider generate new business opportunities & revenue

THE CLIENT

Aqua Cooling Solutions provide a holistic, customer-focused solution to cooling and heating requirements for businesses and organisations in the manufacturing, healthcare and facilities industries.

CHALLENGES

Aqua needed to warm-up and nurture their database of facilities and maintenance decision makers at large businesses in the manufacturing and facilities sectors to generate sales appointments for the team to sit and convert.

SOLUTIONS



Database cleanse



**Lead generation
email &
telemarketing
activity**



**Content
Development &
delivery**

RESULTS



25%

Email Open Rate



7%

Conversion to lead



514%

ROI

PROCESS

1

Business & campaign objectives

Scoping session to establish the business objectives, followed by the creation of a 6 month marketing activity plan including content creation, email and telemarketing channels.

2

Team briefing

I conducted a team briefing with all stakeholders to align messaging, data, appointment setting criteria, goals and objectives.

3

Content creation

I created segmented email campaign copies to target a variety of ICPs alongside a suite of content including case studies and tip sheets to position Aqua as a supportive, problem-solving business.



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“Working with Kate was an absolute pleasure. She has a great approach to marketing, is efficient, reliable and a really nice person to work with to boot!

The support she's given us with emarketing & copy writing has been great and she's always delivered on time and to budget.

If you're looking for freelance marketing support, I'd highly recommend Kate.”

Sue Davis, Marketing Leader,
Aqua Cooling Solutions

PROCESS

4

Business Development

I managed the telemarketing activity alongside the email and content marketing to support the development of meaningful conversations and business intelligence.

5

Reporting & Feedback Loop

I provided weekly reporting which included number of contacts engaged, appointments and leads created and actively asked for feedback from sales to close the loop.

6

Website Content

I created copy to support the new website launch. This included copy writing page content in line with SEO best practices and additional case studies to build trust.

BENEFITS

All-round Strategic Marketing Support & Implementation

From messaging development through to content creation and campaign execution, Aqua benefitted from a dedicated senior marketer with all-round capabilities and lead generation expertise - maximising their return on marketing investment.