



CASE STUDY

## B2B industrial sector - Gas detectors

### A FULLY DIGITAL B2B SALES CHANNEL

#### SITUATION

Absence of trade shows due to the pandemic, the client was unable to acquire new business contacts as they did not have a proactive activity.

#### SOLUTION

Opening of a fully digital business contact acquisition channel through LinkedIn supported by a multi-channel communication strategy to promote the brand, business and its products.

#### IMPACT

Through the B2B Lead Generation activity, previously profiled and qualified business contacts were generated after the first interactions.

**From the generated contacts that encountered with the brand..**

**62%**

WERE CONVERTED INTO  
COMMERCIAL CALLS

**8.5%**

REQUESTED QUOTE

**22%**

ARE NEW POTENTIAL DISTRIBUTORS