



SELLA

# intelia Generates 203 Leads in 6 Months With Sella

Since working with Sella, intelia has been able to generate over 200 leads. Sella managed to reach 48% of intelia's target accounts and convert 14% of them into leads.

## Key ROI / Stats

# 203 leads generated

in six months.

# 48% target accounts

reached, with 14% of them becoming leads.

### About



intelialia is an Australian owned data consultancy, connecting you to your data to help drive understanding.

### Industry

# IT Services

**Company Size:** Mid-Market  
(51-200 employees)

**Location:** Australia

### Products / Services



- Strategy
- Video
- Content
- Social Selling

# 1. Problem: Engaging with key accounts

intelia, a mid-sized IT services and consulting firm specialising in cloud and data solutions, had the objective of increasing visibility and awareness within their target market of large corporate organisations.

Despite offering innovative solutions such as unified data platforms and Generative AI, intelia wanted to more effectively communicate the value of their offerings to potential clients.

This limited awareness posed obstacles to their ability to generate leads, engage with key accounts, and ultimately, drive business growth.

Without a clear strategy to address this issue, intelia was missing out on valuable opportunities in the market.



## 2. Problem Solving: Building community and educating the audience

To tackle the challenge of low visibility and awareness, intelia needed a comprehensive strategy to enhance their presence in the market and effectively communicate their value proposition to potential clients. This required a multi-faceted approach that focused on education, thought leadership, and targeted engagement with key accounts.

Firstly, intelia recognised the importance of educating their target audience about the benefits of unified data solutions and Generative AI. They understood that many potential clients may not fully grasp the significance of these technologies or how they could improve their business processes.

As a result, intelia aimed to create informative content and host educational webinars to address this knowledge gap and demonstrate their expertise in the field.

By sharing insights, industry trends, and best practices through thought leadership articles and presentations, they aimed to position themselves as trusted advisors and differentiate their brand from competitors.

intelia recognised the importance of engaging with key accounts and decision-makers within their target market. They understood that building relationships and fostering dialogue with these stakeholders was crucial for driving business opportunities and generating leads.





### 3. Sella Solution: Creating demand in a crowded market

Sella collaborated closely with Intelia to develop a clear Go-To-Market (GTM) strategy aligned with their business objectives. This involved conducting in-depth research to understand the target audience's pain points, preferences, and informational needs. Through collaborative workshops and strategy sessions, Sella and Intelia identified key messaging pillars and content themes to resonate with their target market effectively.

Sella leveraged its expertise in content creation and thought leadership to develop compelling assets that showcased Intelia's expertise and differentiated their offerings in the market. This included crafting thought-provoking articles, creating informative videos, and hosting engaging webinars that provided valuable insights into unified data solutions and Generative AI.

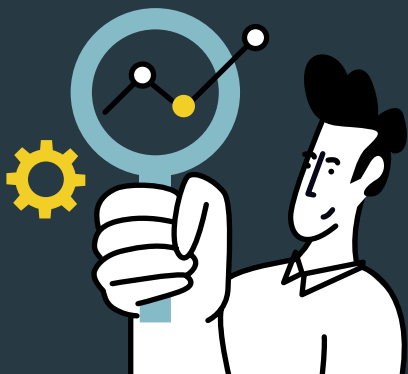
Sella also implemented targeted engagement tactics to reach key decision-makers and influencers within Intelia's target market. This involved deploying social selling strategies, personalised outreach campaigns, and strategic advertising initiatives to capture the attention of potential clients and initiate meaningful conversations.

## 4. ROI: 203 Leads in Six Months

Sella's targeted approach to social selling, advertising, and webinar registrations resulted in **a total of 203 leads generated** across Account-Based Marketing (ABM) activities within six months. These leads represented potential opportunities for business growth and revenue generation.

With Sella's assistance, intelia successfully hosted two webinars that attracted **a total of 176 registrants**. These webinars not only served as educational tools but also facilitated meaningful discussions and lead progression. The engagement demonstrated the effectiveness of Sella's strategy in capturing audience interest and driving interaction.

Through Sella's efforts, intelia also experienced significant growth on LinkedIn, with over **48% of target accounts connecting with their profiles**. This expanded reach allowed intelia to increase brand visibility and establish connections with potential clients and partners.



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