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Procept Generates 157 Leads With Sella

Since working with Sella, Procept has been able to generate over 150 leads. Sella managed to double content engagement, and increase brand page follows by 347%.

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Key ROI / Stats

157 leads generated

in six months.

347% increase in

brand page followers.

About



Procept are industry leading experts in customised technology solutions.

Industry

Tech Solutions

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

Location: Australia

Products / Services



- Strategy
- Video
- Content
- Social Selling

1. Problem: Brand Visibility, Lead Generation & Positioning

As a product development and design company, Procept encountered several challenges.

Firstly, despite their expertise, they found it difficult to gain traction and visibility within their target audience on LinkedIn. This limitation hindered their ability to establish themselves as industry leaders, resulting in a lack of brand awareness and exposure on the platform.

They also had fewer sales opportunities lined up, so they needed to increase the number of meetings for their Business Development Managers (BDMs) to drive revenue growth.

Following a comprehensive website overhaul, Procept also needed to effectively communicate their revamped service offerings and core message to their audience. This situation demanded a strategic repositioning effort to ensure that their value proposition resonated with their target market.



2. Problem Solving: Enhancing the Brand Visibility for Procept

To address these challenges, Procept required enhanced brand visibility and exposure. They sought methods to increase their presence and visibility within their target audience.

Procept aimed to boost their lead generation efforts to fill their sales pipeline adequately, ensuring consistent revenue growth. Following a website redesign, they needed to effectively communicate their updated service offerings and core message to align with market needs and demands.

Procept also recognised the importance of leveraging LinkedIn as a marketing tool and utilising CRM systems effectively to optimise customer relationship management and streamline sales processes.





3. Sella Solution: Boosting Engagement and Lead Generation

Sella addressed Procept's challenges through the following strategies:

They initiated thorough discovery calls and conducted personal workshops to gain deep insights into Procept's target audience and market positioning. This information guided the development of a comprehensive 3-6 month strategy plan tailored to Procept's specific needs and objectives.

Implementing a strategic approach comprising four pillars, they crafted engaging and informative content for Procept's LinkedIn brand page to enhance visibility and engagement.

Sella also created personalised and targeted messaging campaigns to establish rapport with the audience and drive meaningful interactions. Employing targeted advertising campaigns, they reached potential clients and expanded Procept's reach within the desired market segments.

Sella leveraged thought leadership on LinkedIn by utilising the CEO's profile for lead messaging and lead generation activities. This approach helped position Procept as an industry authority and build credibility among prospects.

Recognising the potential for growth, Sella expanded Procept's target markets to include smart cities sectors, aligning with their long-term business objectives and market trends.

Sella also developed a webinar strategy aimed at enhancing Procept's market presence and thought leadership by providing valuable insights and engaging with their target audience in a meaningful way. This strategy aimed to attract potential clients and further establish Procept as a trusted industry leader.

4. ROI: 157 Leads Generated

Sella generated 157 leads signifying a huge improvement in Procept's outreach efforts.

Sella also achieved substantial growth in brand page, increasing followers by 347%.

Engagement rates on content doubled from 2.5% to an average of 5.9%. This uptick in engagement demonstrated an enhanced level of interaction with their content, indicating a growing interest in Procept's offerings among their audience.

Sella's efforts resulted in a notable impact on the sales pipeline through 47% account connection for Managers and 61% for Influencers in target accounts.

Sella also successfully repositioned Procept's services, aligning them with market needs and demands following a comprehensive website redesign. This strategic repositioning contributed to enhanced brand visibility and exposure, further solidifying Procept's position as a reputable industry player.



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