

B2B digital marketing campaign for S2B Group

(IT company specializing in software development for logistics / SaaS solutions)

Brief overview of a **three-month B2B SaaS marketing campaign during Covid lockdowns**, along with some tactics and KPIs to focus on:

1. **Objective:** boost lead generation for our SaaS **Logist Pro** transportation management system and drive sign-ups for the **Carrier Portal**.
2. **Target Audience:** Shippers: medium and large-sized manufacturing and retail companies.

Targeted at decision makers: Logistics Directors, Logistics Managers, CEO, Business Owners

Identifying prospects' pain points:

- *Business Owners, CEOs:* lack of transparency in supply chain, corruption in procurement process, high shipping costs, inefficiency of logistics departments, bad customer service.
- *Logistics Directors, Logistics Managers:* logistics routine and lack of time, lack of logistics transparency and control, difficulty finding reliable carriers at reasonable rates.

3. Strategies and Tactics:

I adjusted our content strategy and communication channels in order to address new challenges: fully remote team work. We focused on remote monitoring of processes and teams, while also emphasizing cost reduction.

1. Content and Social Media: I adjusted our content and channels. We shared success stories, and engaged on platforms like Facebook, LinkedIn, and industry communities and groups*

*I actively promoted Success Story of our customer who tripled their profit during the pandemic using Logist Pro system remotely. This Story was provided in various content formats including *written case study, interview, video interview, infographics, during webinar*.

2. We hosted series of logistics webinars: with previous Shippers who achieved outstanding results using our platform.
3. Landing Page: We offered a compelling lead-magnet – free 1-month access to the Carrier Portal.
4. Email Campaign: We nurtured leads with *newsletters, industry insights, and product demos after sign-ups or webinar registrations*.
5. Retargeting: We stayed connected with our audience through retargeting efforts.
6. Paid Advertising: Targeted Facebook ads reached logistics professionals in management roles, and we diligently tracked campaign performance. Additionally, we used Google ads.

4. Analytics and Reporting:

- Regularly monitored and analyzed campaign performance using *email software/ social media/ Google analytics tools*.
- KPIs to focus on / *website traffic, conversion rates, email open and click-through rates, lead quality, CAC, sales pipeline contribution*.
- Tracked *lead behavior, such as engagement, website visits, content downloads, email interactions*.
- Used UTM parameters for URLs to track campaign-specific metrics.

Results:

- 250 new quality leads for Logist Pro
- 200 Carrier Portal sign-ups
- We successfully reacquired 3 large-sized customers.

Our comprehensive strategy, blending content marketing, email campaigns, social media, and paid advertising, significantly expanded our reach and drove quality traffic to our website.