



# Leankor's Revamped Manufacturing Campaign Delivers 5.5X Higher Click Rates Than Industry Average

## ABOUT LEANKOR

Leankor is a highly visual and collaborative work and project management solution built on the Salesforce Cloud. Recognized by Gartner as a solution in the emerging market of collaborative work management, Leankor moves beyond basic project management to orchestrate large-scale projects and drive business strategies, from order to delivery. Transforming the way organizations operate, it empowers business users to develop repeatable processes and plans that streamline the project lifecycle.

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-Geoji George, Chief Product Officer, Leankor

## The Opportunity:

Gaining solid traction across the manufacturing vertical, Leankor wanted to launch a sales-driven campaign focused on growing its presence and further establishing itself as the go-to work and project management solution for manufacturing organizations. With a new Business Development Representative (BDR) to drive these efforts and key prospects identified, Leankor kicked off the campaign. After a few weeks, Leankor realized the campaign was not yet delivering expected results. Looking to optimize these efforts to boost results, they turned to Launch Marketing, their long-term marketing partner, which had been driving their marketing efforts for over 5 years, for guidance on the best approach forward.

## The Solution:

Knowing the Launch Marketing team was well-versed on lead generation best practices as well as fully ramped on the Leankor solution, its key differentiators, and the value it delivers to the manufacturing industry, Leankor asked Launch Marketing to refine the existing BDR campaign to better engage key prospects.

Launch revamped campaign strategy,  
which resulted in:

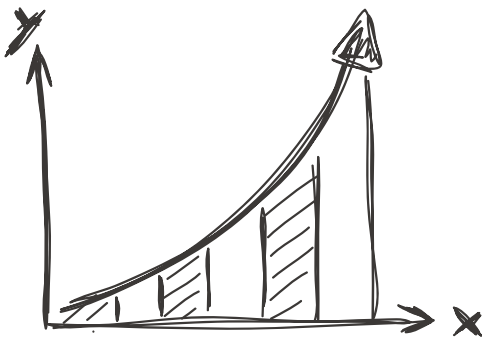
Segmented audience click rates  
**450% and 375%**  
higher than the industry average

and  
**over 100% increase**  
in website users and  
new users



*“The results spoke for themselves. We saw a dramatic increase in engagement, with click rates and website traffic far exceeding our expectations. Launch helped us turn a struggling campaign into a high-performing engine for awareness and lead generation.”*

-Geoji George,  
Chief Product Officer, Leankor



To kick off, the Launch team audited the existing email campaign and calls-to-action. Aware that the targeted prospects in the existing campaign were largely unfamiliar with Leankor and its capabilities in the manufacturing space, the Launch team recommended a change in the overall strategy. The proposed go-forward plan suggested the campaign initially focus on increasing brand awareness and educating prospects, instead of offering a call to action of scheduling a meeting.

Once the proposed strategy changes were approved by the Leankor team, Launch dove deeper, focusing on identifying content and calls to action that would provide the new prospects with essential information. To modify the existing multi-touch BDR campaign communications to a top-of-the-funnel audience, Launch first identified six assets, which included blogs, eBooks, and more, that would be of high value to the manufacturing prospects. Knowing that highly targeted content would better resonate and that there was urgency to resume the campaign quickly, Launch decided to leverage a diversified mix of existing industry-specific content assets that covered emerging trends and topics of interest. After the assets were identified and the order was established, Launch began re-crafting the existing email content to drive prospects to engage with the thought-leadership content. Once the email campaign components were finalized, the Leankor BDR representative leading the campaign executed it.

Geoji George, Chief Product Officer at Leankor shared, “We knew we needed to pivot quickly, and Launch was the perfect partner to help us do that. Their deep understanding of our solution and the manufacturing space made it easy to trust their recommendations. They didn’t just tweak the campaign, they reimagined it with a strategy that truly resonated with our audience.”

## Results:

With the revised six-touch email campaign in place, Leankor was thrilled to see the new communications significantly outperform previous efforts. Targeting two different manufacturing audience segments, Leankor’s refreshed emails generated above-industry-standard click rates to their content assets. Across the six emails, the Manufacturing Operations segment received, on average, an 11.23% click rate (450% higher than the industry average click rate of 2.04%) while the Executive Leadership segment received, on average, a 9.7% click rate (375% higher than the industry average click rate).



As a result of the ongoing email campaign, Leankor also experienced a multi-month increase in website traffic. Compared to the previous month, when the email campaign was not in motion yet, website users and new users increased by over 100%, page views increased by 50%, and direct traffic acquisition increased by 280%.

Geoji stated, “The results spoke for themselves. We saw a dramatic increase in engagement, with click rates and website traffic far exceeding our expectations. Launch helped us turn a struggling campaign into a high-performing engine for awareness and lead generation.”

### **MODIFIED EXSISTING CAMPAIGN**

- *Tailored to top-of-funnel audience*
- *Leveraged high-value assets*
- *Crafted email content that resonated*

