



GLOBAL RECRUITMENT SERVICES PROVIDER

CASE STUDY

Highlights

2,000

leads
delivered

100%

accurate
lead data

15

industries
targeted

Background

INFUSEmedia's client is a solution-oriented, global-service provider that prides itself in its revolutionary talent acquisition outsourcing services. With more than 2,000 employees, the company has achieved an impressive global presence—serving clients in 90+ countries in 33 different languages.

Challenge

Serving a saturated industry, the innovative service-provider wanted to boost awareness of its recruitment process outsourcing (RPO) solutions and generate high-quality leads within organizations seeking transformational change. Specifically, the client sought to target human resources and talent acquisition leaders, spanning a variety of industries, at mid to large US-based companies. While previous lead generation efforts were successful, many of the leads generated contained incorrect information, resulting in wasted sales efforts. The company engaged INFUSEmedia to support its high-growth business model by driving engagement and strengthening its sales funnel.

Solution

INFUSEmedia leveraged its advanced targeting capabilities to drive meaningful results for its client. After carefully determining only the most relevant targets in each industry - considering company size, industry, seniority, geography, and job titles - INFUSEmedia devised a strategy to reach and attract prospects.

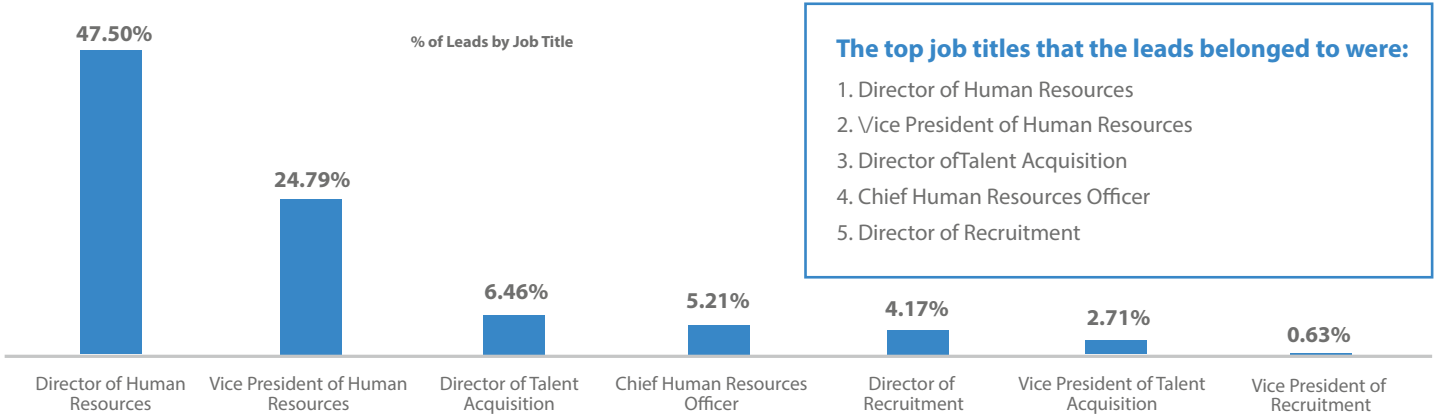
To boost engagement and generate highly-quality leads, INFUSEmedia employed a multi-channel content marketing program. The team used innovative tactics to promote a mix of client-owned RPO and talent marketing related white papers, guides, and infographics to its robust database of engaged B2B executives.

Once all lead data was captured, the INFUSEmedia team employed its proprietary contact validation platform, Let's Verify, to ensure lead data integrity. Using a combination of automated and human validation techniques, the platform filtered all lead data to ensure that the client's leads were 100% accurate and primed for conversion.

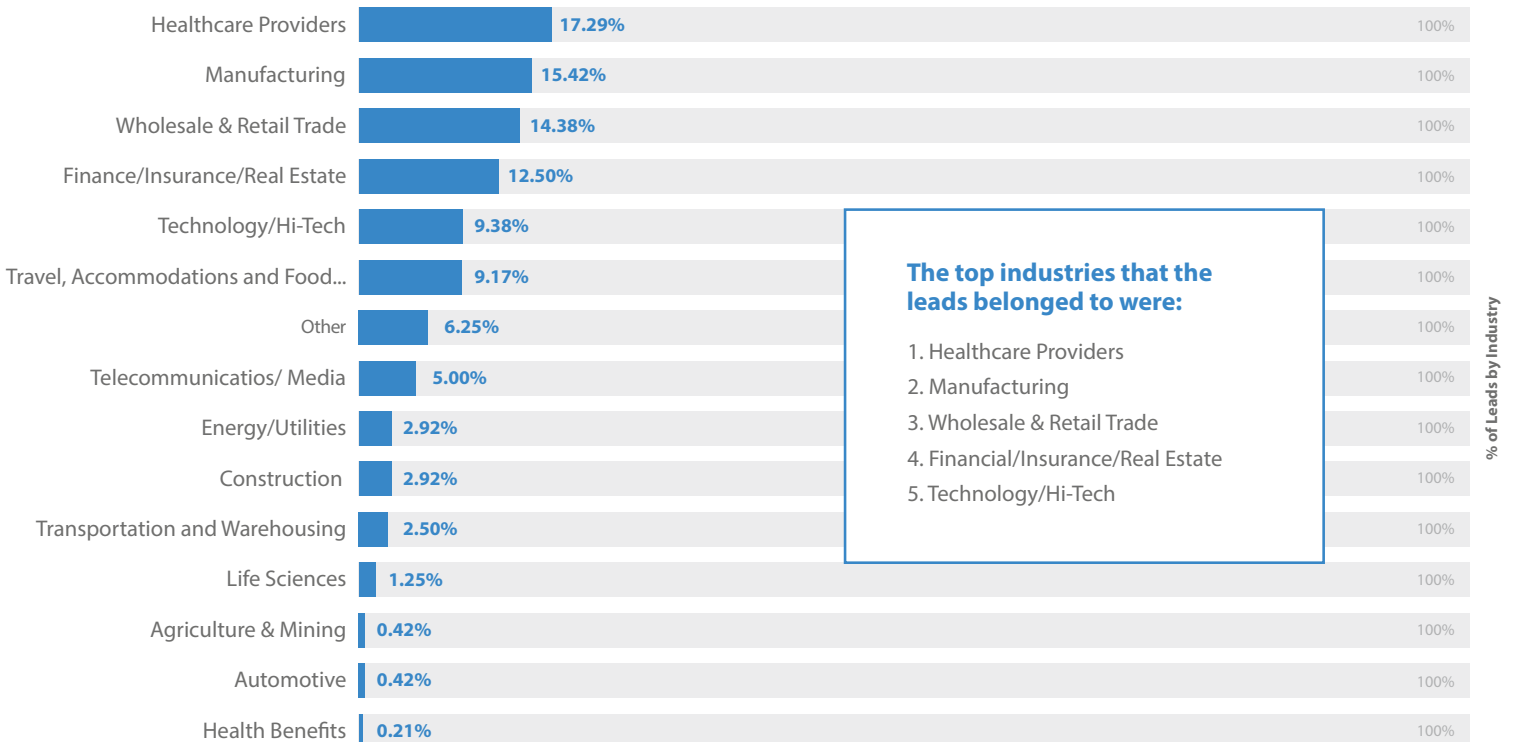
Results

Leveraging its vast database and powerful content marketing engine, INFUSEmedia amplified its clients lead generation efforts to reach its target audience at scale. INFUSE’s integrated content marketing and custom demand generation program delivered the brand 2,000 high-quality leads from over 15 industries. The client was so impressed by these results that they’ve signed on for another campaign – this time requesting almost double the amount of leads.

Job Titles Captured



Top Industries Captured





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