

Scaling Client Acquisition for Creative Marketing Agency



OVERVIEW

Our client, a boutique creative marketing agency specializing in brand strategy and content creation, was struggling to move beyond referral-based growth. Despite delivering exceptional work, they lacked a systematic approach to outbound lead generation and needed a predictable pipeline of high-quality leads.

Client Industry: Creative Marketing & Brand Strategy

Size: Small agency (12 team members)

Challenge: Over-reliance on referrals, unpredictable pipeline

Objectives: Build a consistent outbound lead generation system

APPROACH

We defined an ideal customer profile by analysing past successful projects, revealing their sweet spot: mid-market companies (10 Cr to 100 Cr in revenue) in the consumer goods, Fashion, jewellery and wellness sectors, valuing strategic creativity.

Using LinkedIn Sales Navigator, we built targeted lists of Founders, Marketing Directors and CMOs at companies matching these criteria. We crafted personalized messaging sequences showcasing the agency's brand storytelling approach, with each message referencing specific challenges and including relevant case studies tailored to their industry.

Our multi-touch outreach included outreach on LinkedIn, Email and strategic follow-ups over 3-4 weeks. When initial engagement from larger enterprises was low, we pivoted to emphasise the boutique advantage-agility and senior-level attention - which resonated with growing mid-market companies.

STRATEGY USED

- Ideal customer profiling based on past project success analysis
- Account based targeting with intent signals (funding, launches, hires)
- Industry-specific messaging sequences with relevant case studies
- Multi-touch outreach campaigns with value-add content

KEY OUTCOME

Established a scalable acquisition channel generating 5-7 qualified leads monthly, reducing referral dependency from 100% to 60%. Attracted higher-value mid-market clients with budgets 20-30% above typical referrals.

RESULT

127
Warm Leads

47
qualified discovery calls

3
new clients

DURATION

1 Year

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