



INCENDIUM CASE STUDY

Series A women’s health startup secures engagement from key accounts through Incendium-powered virtual events.



The Problem

After securing as many meetings as possible with cold email outbound alone, the company struggled to generate further engagement from accounts in their target verticals. They needed a new strategy to reignite interest and connect with key prospects more effectively.



The process

Incendium stepped in, helping to organize virtual events featuring success stories from existing customers. Invitations were sent via email, and the events were publicized on social media, creating buzz and providing the company with valuable airtime in front of target accounts.



The outcome

The virtual events were a success, with an average of 23 MQLs attending live. The prospects actively engaged in the live chat, generating high levels of organic interaction and opening new doors for follow-up conversations and potential conversions in the company’s target vertical.

BY THE NUMBERS

1,000+ ICP prospects contacted

via email outbound with invitations to register for the virtual events, increasing their awareness of the company’s brand.

20+ MQLs engaged per event on average

by attending the virtual events live, while others registered and were later sent the recording of the event by email.

Content for dozens of social posts delivered

in the form of video content that can be edited into short clips or used as the basis for case study, blog posts, or other marketing materials.



READY TO GET GROWING?

Schedule a call today.

SCHEDULE AT:
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