

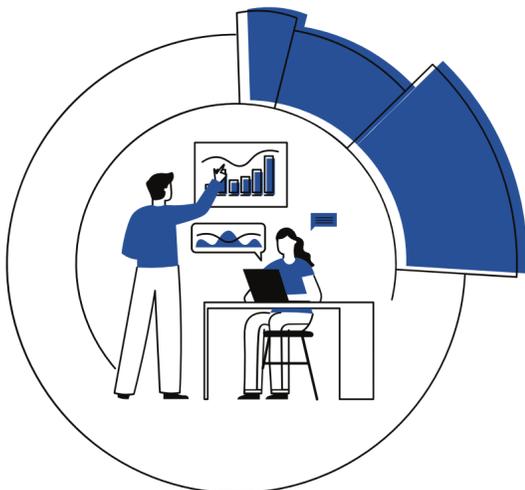


# Client Requirement

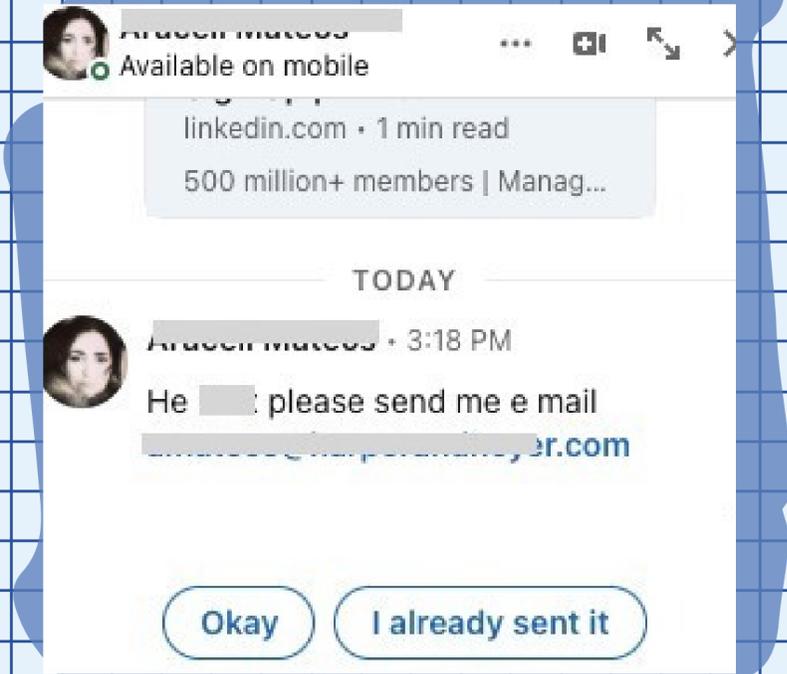
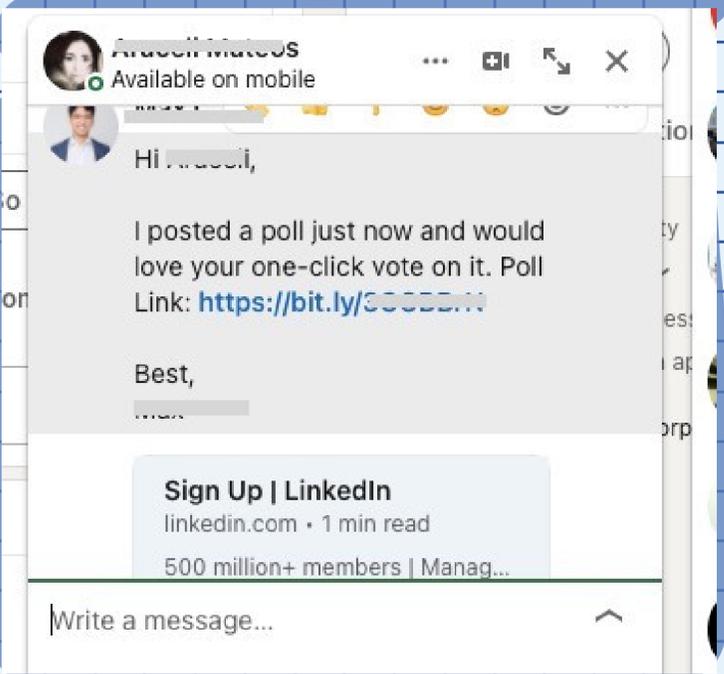
## GENERATE LEADS ORGANICALLY



DIGILEAP SOLUTIONS
Preparation of customer persona
Identifying the target audience
Preparation of persuasive content write up to engage target audience
Following proper funnel though connection requests to following up timely
Providing the social proofs and used cases of the brand and making the prospects from cold to warm to hot leads.
Finding the next figure in the pattern
Use of quiz strategy
Lead scoring of generated leads to check the quality
Generation of MQL

OUTCOME 
1. Before Digileap's service: Leads generated= 2-5 per month
2. Month 2nd onwards: 25% to 35% spike in MQL through organic way
3. Overall Conversion rose from 2% to 15%


## Quiz Strategy





DIGILEAP MARKETING

**Client Requirements**  
GENERATE LEADS ORGANICALLY

## Linkedin Lead Generation Strategy

Available on mobile  
WEDNESDAY  
Scott Edwards • 11:54 PM  
my email is  
[scott@coolamworkwear.com](mailto:scott@coolamworkwear.com).  
please send you information.  
Scott

THURSDAY  
Max C. (He/Him) • 4:38 PM  
Thank you, will send asap. Let's  
keep in touch.

Mitchell • 5:44 AM  
Hey Max, definitely interested in learning more.

You • 6:06 AM  
Hi Mitchell, glad to hear that. May I have your email so I can drop  
you catalog and more info?

Mitchell • 7:46 PM  
[mitchell@footyintl.com](mailto:mitchell@footyintl.com)

## Client's Testimonial



**Max C.** · 1st

CEO | Heated & Cooling Apparel Product Development | Tech-driven | OEM & ODM | Top 10 Heated Brand | Apparel & Textiles | Workwear | Footwear |  
July 27, 2021, Max was Sanjeev's client

Digileap marketing services have been instrumental in helping us build an incredible lead generating machine through Facebook ads, Adwords and LinkedIn ads. Their team has also shown some good results with SEO. Working with Sanjeev is a pleasure; with his guidance we have seen an increase in lead flow, tremendous efficiency and a very solid ROI.