

2025 Marketing Strategy

Lead Generation & Brand Building
Marketing Department



Q4 2024 Campaign Performance

- Strong Campaign Results
 - Digital Marketing ROI: 4.2x
 - Social Media Engagement: +35%
 - Content Marketing Leads: 1,200 MQLs
 - Event Marketing: 15 trade shows, 800 leads

Top Performing Campaigns

- Best Campaign Results
 - TechCrunch Disrupt: **150 leads, \$2.1M pipeline**
 - Digital Transformation Webinar: **400 attendees**
 - LinkedIn Thought Leadership: **25K impressions**
 - Healthcare Industry Report: **1,800 downloads**

Budget Performance vs. Target

- Efficient Budget Utilization
 - Total Spend: \$285K (5% under budget)
 - Cost per Lead: \$89 (vs. \$125 target)
 - Customer Acquisition Cost: \$12K (vs. \$15K target)
 - Marketing ROI: 325% (vs. 250% target)



Summary

- Reviewed Q4 2024 campaign results
- Achieved strong digital marketing ROI
- Exceeded lead generation and engagement goals
- Maintained efficient budget utilization