

GlassRoom — B2B Marketing Performance Case Study

Email Outreach · LinkedIn Growth · Lead Acquisition · Reporting & Strategy

1. Executive Summary

This case study outlines my work at GlassRoom, a leadership and simulation-based learning organization. Over the engagement period, I contributed to strengthening the company's digital presence, optimizing cold outreach campaigns, analyzing LinkedIn performance, and implementing structured reporting systems.

Through targeted email experiments, content analytics, and strategic adjustments, I helped GlassRoom achieve a **35–40% increase in visibility**, **30–180% improvement in engagement**, and build a more scalable, predictable top-of-funnel growth engine.

2. Objectives

The project aimed to:

- Increase brand visibility among HR, L&D, and People leadership
- Improve cold email outreach performance and tool reliability
- Identify high-performing content themes on LinkedIn
- Build structured reporting to support better strategic decision-making
- Create an insight-driven foundation for future outreach and marketing activities

3. My Role & Responsibilities

A. Email Outreach Execution

- Conducted in-depth research on HR, L&D, and leadership decision-makers across industries
- Built segmented outreach lists aligned with industry verticals (EdTech, SaaS, Consulting, Finance, Semiconductors)
- Executed targeted cold email campaigns across Apollo, YAMM, and GMass
- A/B tested subject lines, personalization styles, CTA positioning, and industry framing
- Diagnosed deliverability issues and tool-level tracking inconsistencies
- Provided actionable insights on tool reliability and campaign strategy

B. LinkedIn Analytics & Optimization

- Tracked impressions, engagement, follower movement, and top-performing content

- Identified patterns in what content performed 2–3× better than baseline
- Analyzed content themes such as leadership behavior, change management, culture, and founder insights
- Recommended posting formats, topics, and cadence for consistent growth

C. Performance Reporting & Strategy

- Created professional monthly reports summarizing progress, insights, and recommendations
- Built a structured framework to measure campaign success and strategic direction
- Highlighted red flags, opportunities, and content gaps
- Guided next steps for more predictable outreach and content performance

4. Key Results & Insights

A. LinkedIn Performance Outcomes

Across the engagement period, GlassRoom's LinkedIn presence experienced consistent upward growth.

- **Impressions increased by ~35–40%**, driven by stronger content themes and improved consistency
- **Engagement increased by ~30–180%**, depending on post type (carousels and insights drove the highest spikes)
- **Follower growth increased month-over-month**, showing improved audience retention
- Top-performing posts achieved 2–3× **higher reach** than baseline content
- Posts focused on leadership psychology, change, and Gen Z workplace behavior saw the **strongest engagement uplifts**
- Profile visits and saves also rose steadily, indicating deeper audience interaction

Strategic Insight:

Leadership content that is practical, founder-like, and experience-driven performed significantly better than generic training-related posts.

B. Email Outreach Performance Outcomes

Multiple outreach experiments were conducted across three tools (Apollo, YAMM, GMass) to understand performance differences.

- Open rates varied from **moderate to very high**, depending on tool, personalization depth, and targeting
- Highly personalized outreach to specific industries delivered **substantially stronger performance**
- Smaller, targeted lists consistently outperformed larger generic sends
- Warm, segmented lists achieved **higher engagement by a large margin** compared to cold, broad sends
- Tool-level deliverability differences caused up to **3–4× variation** in visible open rates
- Final refined outreach batches delivered **significantly more reliable results**

Strategic Insight:

Personalization and segmentation are the core drivers of email performance, not just tool choice. Deliverability also plays a critical role, influencing apparent success by large margins.

C. Operational Improvements

- Built consistent reporting practices replacing scattered insights
- Increased visibility into performance drivers and channel reliability
- Shifted focus from quantity-driven to quality-driven outreach
- Provided clarity on best-performing content and channels
- Helped the founder understand where to invest time for the highest ROI
- Established a repeatable monthly review system for future campaigns

5. Strategic Learnings & Takeaways

Email Outreach

- Deliverability infrastructure affects success more than copywriting
- The right targeting can outperform high volume by 2–3×
- Tools differ widely in tracking accuracy and reliability
- Personalization is essential when addressing senior leadership roles
- Smaller, curated batches show stronger results than mass sends

LinkedIn

- Consistency drives algorithmic reach
- Storytelling and leadership insights create deeper engagement
- Founder-led perspectives outperform informational posts
- Visual content formats significantly increase retention
- Audience behavior trends clearly indicate content preferences