

# Manufacturing Consulting Firm Primed to Expand in High-Growth Market with Ultaleads



## THE CLIENT




**INDUSTRY**  
Manufacturing Consulting




**LOCATION**  
USA



**HEADQUARTERS**  
Pennsylvania, USA



**CAMPAIGN TYPE**  
Lead Generation & Appointment Setting



**TARGET LOCATION**  
USA

**ABOUT**

The Client provides full lifecycle solutions for GxP needs within the life science community including pharmaceutical, biotechnology, medical device, and healthcare companies and their supply chain. The solutions help organizations start, scale, and sustain their enterprises companies through facilities, labs, training centers, and consulting offices.

**TARGET INDUSTRIES**

Biotech, Pharma, Medical Device, Healthcare

**TARGET CONTACTS**

C-Suite, VP of Business Development, Director of Engineering, Engineering Managers, Manufacturing Supervisor, Supply Chain Manager

## THE CHALLENGE

Market projections indicate a remarkable 22.5% Compound Annual Growth Rate (CAGR) in the next two years within the GxP (Good Practices) arena. The surge in demand for GxP-aligned solutions, including consulting and advisory services, has been driven by heightened expectations for convenience and transparency.

The Client, with its comprehensive offerings and expertise in the arena, found itself in an advantageous position to secure a substantial share of this rapidly expanding market. To achieve their short- and medium-term business objectives, the Client devised a robust marketing strategy that encompassed branding and sales-oriented initiatives. A pivotal element of this strategy involved engaging in live conversations with key stakeholders in pharmaceutical and biotechnology manufacturing companies to raise awareness and generate interest in their end-to-end solutions.

Recognizing their limited internal resources and expertise for executing a nationwide marketing campaign in the pharmaceutical and biotech sector, the Client decided to partner with Ultaleads.

### HIGHLIGHTS

- Successfully completed Account-Based Marketing Lead Generation and Appointment Setting campaign for a healthcare manufacturing consulting company.
- Worked outbound activities that opened opportunities for the Client to engage new sets of target buyers
- Reached key objectives in terms of best-fit accounts and highly-qualified prospects delivered.

### RESULTS WITHIN 6 MONTHS



94 Sales Appointments



38 Market-Qualified Leads

For the Client, it was determined that Ultaleads' comprehensive marketing strategies aligned perfectly with their current marketing objectives. Consequently, the overall campaign plan comprised three core components: appointment setting, email marketing, and social media.

Ultaleads crafted a 12-month Account-Based Marketing Lead Generation and Appointment Setting campaign tailored to the Client's needs. This encompassed:

- Account-Based Multi-Channel Lead Management, encompassing Voice, Email, Web, Chat, Webinar, and Social Media.
- Sales Enablement & Support, including Team Training, Account Setup, and Back Office Sales Support.
- Provision of Tools & Subscriptions to the Ultaleads Pipeline and HubSpot CRM.
- Account Management, involving Strategy Building, Reporting, and Product Knowledge.

The Goals:

- Ultaleads' team was tasked with engaging prospects through various channels to identify pain points or upcoming requirements.
- Profiling the target accounts to maintain a precise and updated database.
- Scheduling meetings between the Client's consultants and prospects who showed interest in their services.

Below is an overview of the two-step campaign process:.



Account Research & Selection

1. The client specified their target industries, locations and relevant contacts.
2. Ultaleads refined the Client's ideal customer profile (ICP) as the foundation for identifying qualified accounts.
3. A list of potential contacts to target was developed by Ultaleads, which was then reviewed and approved by the Client.



Account and Prospect Profiling

1. The Client provided detailed buyer persona profiles of the prospects they intended to target in the outbound campaign. These profiles included comprehensive demographic and firmographic details.
2. The campaign primarily focused on engaging the CEO, CTO, CFO, COO, VP of Business Development, Director of Engineering, Engineering Managers, Manufacturing Supervisor, and Supply Chain Manager.
3. The master contact list was segmented based on these personas and further categorized by industry type

The 6-month Account-Based Marketing Lead Generation and Appointment Setting campaign generated a total of 47 Sales Qualified Leads, and 19 MQLs.

With a lead-to-opportunity conversion rate of 30% and a win rate of 40%, the 47 total leads handed over by the Callbox team can potentially translate into 18 new consulting customers for the Client.