CASE STUDY · B2B TECHNOLOGY

Microsoft Dynamics & ERP Consulting Firm

Enterprise Software Services · Google Ads, LinkedIn, SEO, Marketing Automation

- Restructured paid search around high-intent ERP, CRM, Business Central and Power Platform terms, then cut the queries that were only generating demos nobody could close.
- Built solution-focused landing pages and content clusters so organic pipeline grew alongside paid instead of competing with it.
- Connected campaigns to CRM automation and lead nurturing, so lead quality could be measured all the way to opportunity stage rather than form fill.

$2.3M+
Qualified sales pipeline contributed

+138%
Qualified B2B leads in nine months

4.1x
ROAS on Google Ads

+64%
Sales-qualified opportunities

WHAT MOVED

−29%
Cost per marketing-qualified lead

2.7% → 5.6%
Landing page conversion rate

+165%
Organic website traffic

+185%
LinkedIn engagement

PROJECT BRIEF | B2B TECHNOLOGY

Microsoft Dynamics & ERP Consulting Firm

Enterprise software services | Paid search, SEO and marketing automation

PROJECT OVERVIEW

We helped an enterprise software consulting firm build qualified demand around Microsoft Dynamics, ERP, CRM, Business Central and Power Platform services. Because these are complex, high-consideration purchases, the growth system had to connect search intent and content engagement to sales-qualified opportunities rather than stop measurement at the initial form fill.

THE CHALLENGE

Paid search was attracting queries that could produce demos but not necessarily opportunities the sales team could close. Organic pages and campaign landing pages also needed a clearer solution focus, while CRM follow-up had to make lead quality visible further down the buying process.

OUR APPROACH

We restructured Google Ads around high-intent solution terms and removed queries associated with weak commercial fit. Solution-focused landing pages and technical SEO content clusters were built so organic demand could grow alongside paid acquisition. Campaigns were connected to CRM automation and lead nurturing, allowing performance to be evaluated at opportunity stage. We also supported LinkedIn engagement as part of the wider B2B journey. Our role spanned paid search structure, negative-query control, landing page CRO, technical SEO, content planning, marketing automation, lead nurturing and pipeline-focused reporting.

BUSINESS IMPACT

The program contributed more than $2.3M in qualified sales pipeline and increased qualified B2B leads 138% in nine months. Google Ads achieved 4.1x ROAS, sales-qualified opportunities rose 64% and cost per marketing-qualified lead fell 29%. Landing page conversion moved from 2.7% to 5.6%, while organic traffic and LinkedIn engagement also increased. Measurement at opportunity stage helped align marketing performance with sales quality and made the pipeline impact of each acquisition route easier to defend.

VERIFIED OUTCOMES

$2.3M+
Qualified pipeline

+138%
Qualified B2B leads

4.1x
Google Ads ROAS

+64%
Sales-qualified opportunities

THE GROWTH SYSTEM WE IMPROVED

01 **Capture high-intent demand**

02 **Nurture by solution need**

03 **Measure at opportunity stage**

WHAT WE DELIVERED

Google Ads | Solution landing pages | Technical SEO | Content clusters | CRM automation | Lead nurturing

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.