

Leveraging industry leaders to boost leads & conversion rates

RESULTS

- **33% increase in MQLs from content-focused ads**
- **22% increase in opportunities from content-focused ads**
- **30% higher MQL > closed-won conversion rate w/ content-focused ads compared to others**
- **Decreased cost per lead and cost per opportunity**

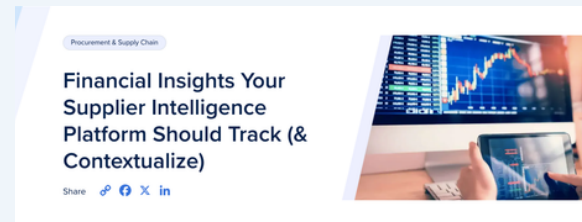
CHALLENGE

During my start as content strategist at Craft — a supplier intelligence platform that assesses supply chain risk — I wrote and produced long-form content on a weekly basis, at minimum. Still, as an early-stage startup and industry newcomer, it was hard to establish ourselves as experts and thought leaders in a short period of time. We had to leverage as many industry leaders as possible.

SOLUTIONS

One of our biggest customers was the Department of Defense, and I spoke with the risk leader about how he and his team assess suppliers at the agency overseeing the most powerful military.

I used the interview to create a long-form blog article, subsequently repurposed for a variety of channels. One of them was a LinkedIn ad campaign, highlighting direct quotes and advice as a risk leader.



OUTCOMES & SCALED SUCCESS

The results were immediate. Conversion rates from that ad alone (both MQL > opportunity** and MQL > closed-won) were **40% and 30% higher than conversion rates for other paid ads**, respectively.

The article not only delivered a successful ad campaign, but it was also a glimpse into an important blueprint. From then on, most of our content included at least one expert interview and/or proprietary data from our platform to showcase domain expertise.

Within just a couple months, both MQLs and opportunities (originating from the new content-focused ads) **increased by 33% and 22%, respectively**, with only a very modest increase in overall ad spend.

One of our nurture email series was also packed with expert-centered content, such as a Q & A with Palmolive's former Chief Supply Chain Officer or an interview with an AI leader at Amazon. Those emails were the most successful, **converting prospects to opportunities about 25% more** than other email campaigns.

Replicating this formula eventually led to **cutting the overall cost per MQL and cost per opportunity**, as we had a strong pulse on what would deliver the best results quickly.

**I'm defining "opportunities" as high-intent prospects that have already spoken with account executives, not just SDR/BDRs.