

Top-level B2B Manufacturing Unit finds 121% Jump In Lead Generation, through Virtual Events.

Industry: Consumer Goods
Location: Ohio



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"LakeB2B's Digital Events Platform expanded the horizons of our Sales Funnel, and gave us 2X the better opportunities to pitch!! Thank you LakeB2B!"

- Brain Field, CEO.

5X

the Registration Numbers

121%

Jump in Lead Generation

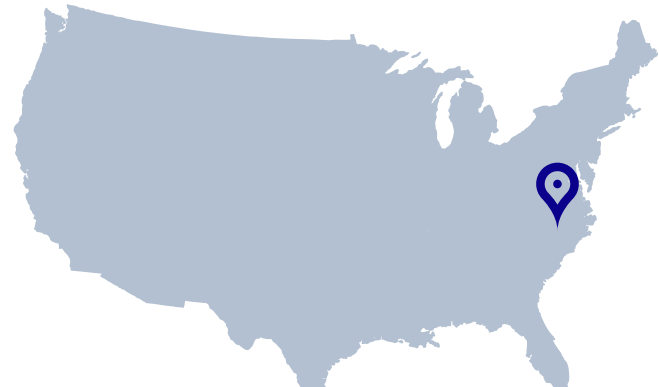
42%

boost in Conversion Rates

Client

The client is a top Consumer Goods Manufacturing Unit in Ohio. The Unit serves the entire Eastern American Region, with a diverse product portfolio of B2B Fast-Moving Consumer Goods Raw Materials.

Being a Market Leader of its region, a sudden change in Industry scenario, put the Manufacturing Unit's 'Production Lines' on a zig-zagged road of Demand and Supply. The Business was on lookout for innovative ways to reach its Total Addressable Market.



That's when they chanced upon the much-in-trend 'Virtual B2B Events' idea, as it would be a platform wherein the Business could get all its Buyers together, to boost Brand Engagement. They tried and tested a lot of vendors to pilot this Industry specific 'B2B Virtual Event' but couldn't find the right fit to deliver on their ROIs. Then, Lake B2B happened!

Challenge



The Consultants were not savvy with the 'Tech' know-hows of arranging a Virtual Event. Neither was their approach Data-driven.

There was no well-charted measurement metrics in place to map into Event ROIs.



The Attendees were not engaged up to the expectations. Mere live Polling and Surveys were not meeting the B2B's Manufacturing Audience's needs.

LAKEB2B's VIRTUAL EVENT SOLUTIONS

LakeB2B's well-crafted Virtual Simulation of the Live Events, harnessed Brand Awareness and Equity for the Manufacturing Unit!



LakeB2B kick-started a weekly **Industry-specific** 'Burning Topic' Virtual Webinar.



Competitive Intelligence Insights were analyzed, and a robust data-driven Virtual Event Attendees Target list was formulated.



Interactive Experiences through **Gamification, Ask Me Anything Sessions, and Panel Discussions** were executed in the Virtual Events.



Networking opportunities between Attendees were prioritized.



The Events were shortened to a **Single-day** and the **Event session length** was limited.

RESULTS:

- 🎯 LakeB2B' Personalized Disruptive Virtual B2B Events saved the Manufacturing Unit, its Client Acquisition costs.
- 🎯 Innovative offerings like 'Virtual Coffee' Events, Case Study Discussion sessions and Live Demos were appreciated by B2B Manufacturing Event Attendees to such an extent, that it actually led to 5X the Registrations.
- 🎯 At the end of the project, a 121% zoom in Lead Generation and a 42% spike in Conversion Rates, was only obvious!

LakeB2B's Industry-and-Product-Line-Research-led, Data-driven Virtual Event Platform helped the manufacturing unit surpass its competition - by quite wide margins!

