

# Case Study: ABP Consultancy

Creating demand for one of the fastest growing Process Automation companies

ABP<sup>®</sup>

## CLIENT OVERVIEW

**Client:** ABP Consultancy  
**Website:** [abpconsultancy.com](http://abpconsultancy.com)

**Industry:** Business Consultancy and Advisory Services ABP Consultancy specialises in providing strategic business advice, financial planning, and consultancy services in process automation and AI. ABP Consultancy is premier partner of UiPath and IBM automation solutions. They sought to enhance their digital presence, increase organic traffic, and generate quality leads to drive their business growth.

## Project Objectives



### Enhance Online Visibility

Increase organic web traffic and improve search engine rankings.



### Content Creation

Develop a comprehensive content strategy, including web pages, blog posts, multimedia content, and videos.



### Lead Generation

Implement effective lead magnets and capture techniques.



### Engagement

Increase social media following and engagement, particularly on LinkedIn.



### Webinar Marketing

Execute successful webinar campaigns to attract and engage potential clients.

# Services Provided by Demand Gen

## 1: Website Development and Content Creation



### 100+ Webpages

Designed and developed over 100 web pages, focusing on SEO optimisation and user experience.



### 50+ Blog Posts

Created various blog posts addressing industry trends, expert insights, and client case studies to drive organic traffic and engage the audience.



**Established ABP Consultancy position as a thought leader in the process automation space**

## 2: SEO and Organic Traffic Enhancement

### 100% increase in Organic Web Traffic

Leveraged SEO best practices and content marketing strategies, resulting in a 100% increase in organic traffic **within the first six months**.



## 3: Social Media Strategy and Execution



### LinkedIn Growth

Gained an **average of 20 LinkedIn followers per month** through targeted content and engagement strategies.



### Social Posts

Created and managed **12+ monthly social posts**, maintaining consistent engagement and brand visibility.

# Services Provided by Demand Gen

## 4: Multimedia Content Production



### Video Production

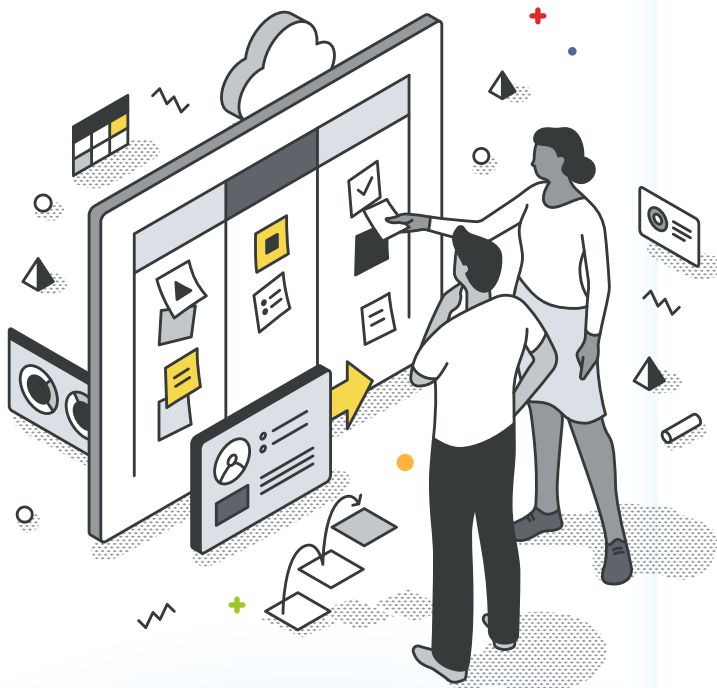
Produced over **20 high-quality videos**, including promotional content, client testimonials, and educational materials.



### PDFs & PPTs

Developed **20+ PDFs and PPTs**, including case studies, guides, whitepapers, slide decks, and PowerPoint presentations to support marketing and sales efforts.

## 5: Lead Generation and Webinar Marketing



### Lead Magnets

Created **over 50 lead magnets**, such as eBooks, checklists, and templates, to capture leads and nurture prospects.

### Webinar Marketing

Organized and marketed **3 webinars with over 100+ attendees each**, providing valuable insights and generating qualified leads.

### Monthly Lead Captures

Consistently **captured 30+ leads every month** through various digital marketing tactics.

# Results and Impact



## Doubled Organic Traffic:

Concerted SEO and content marketing efforts resulted in a 100% increase in organic traffic, significantly enhancing ABP Consultancy's online presence.



## Increased Social Engagement:

By taking a strategic approach to LinkedIn and other social platforms, ABP Consultancy saw steady growth in followers and engagement, bolstering its brand authority.



## Effective Lead Generation:

Implementing lead magnets and webinar marketing strategies resulted in capturing over 30 leads monthly, contributing to a robust sales pipeline.



## Enhanced Content Library:

The extensive production of web pages, blog posts, videos, PDFs, and PPTs enriched ABP Consultancy's content library, providing valuable resources for their audience and supporting their marketing initiatives.

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## Conclusion

The collaboration between ABP Consultancy and Demand Gen exemplifies the transformative impact of a well-rounded digital marketing strategy. By enhancing online visibility, generating quality content, and implementing effective lead-generation tactics, Demand Gen successfully positioned ABP Consultancy for sustained growth and success in the digital landscape.

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Lets Discuss How We Can Help You  
**Achieve Your Sale's Goals And Maximum  
Return From Your Marketing Investment**



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