



DISCOVER



DESIGN



DEVELOP



DRIVE

UNLEASH THE POWER OF YOUR LINKEDIN

Case Study on LinkedIn Lead Generation Campaign for
Nationwide Waste Solutions

CASE STUDY

Introduction

Nationwide Waste Solutions is an industry leading waste management solutions provider for businesses and institutions across Australia. Established in 2004, the company provides a solution-based facility. They position themselves as a cost-effective, innovative and sustainably driven solutions provider.



NATIONWIDE

WASTE SOLUTIONS

THE CHALLENGE

Highly Converting Marketing Strategy to Attract Quality Leads

Despite their killer USP – ‘Saving time and money, One Point of Call’ – that could catch the attention of every business owner, Nationwide Waste Solutions was unable to generate quality leads.

Their common sources of leads were conventional door knockings and referrals, which was not performing very well in terms of sales. Clearly for Julian and his highly motivated sales team, there was plenty of scope to evolve and improve. Their online presence was limited.

Nationwide Waste Solutions needed a trusted marketing department who could amplify their unique message to their ideal target market. The company chose VIS as they needed someone to optimise their overall marketing channels.



THE SOLUTION

Through our unique discovery and development session, we started by creating a strong online base for this high-potential company. It meant outlining clarity on the target market, creating a new conversion-friendly website, Google and social media optimisation, and thoughtful content marketing.

Nationwide Waste Solutions' LinkedIn Lead Generation Strategy was based on the idea that incorporating LinkedIn platform makes sense as it is a better way to connect with B2B prospects.

We began by outlining profitable industries that the company wanted to approach. With the ongoing optimised nurturing LinkedIn campaign, powerful content and conversations have been sparking a stream of quality leads.

Nationwide Waste Solutions continues to unleash the potential of LinkedIn Marketing, generating filtered quality leads.

“ Within few months of LinkedIn Marketing services, Prabin and his team have helped me secure high valued opportunities. They’ve helped me to get my message to the right market with clear and concise execution. If you’re looking for someone who can get it all done for you, talk to the VIS team! ”

- Julian Smith
National Sales Manager

THE RESULTS

Since adopting their LinkedIn Lead Generation Campaign, Nationwide Waste Solutions has seen tangible results within just 6 months.

Most of the LinkedIn enquiries have turned into high paying clients, with average value of \$35,000. LinkedIn is continuing to be the most powerful quality lead generation engine.

Nationwide Waste Solutions continues to engage with the LinkedIn Lead Generation Campaign. The core advantage lies in the fact that the platform enables the company to choose ideal clients for themselves, without having to screen through lengthy conventional methods.

LinkedIn has enabled the company to access a broad range of valuable prospects who otherwise could have remained out of reach.



\$148k+

Annual sales value
of leads generated
through LinkedIn