



# How INFUSE leveraged Recession Marketing to achieve 12,000% ROI during the pandemic

3-step process to resonate with leads' pain points during a recession and deliver the solutions they need

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CASE STUDY

## About INFUSE

INFUSE is a fully integrated, data-fuelled, demand generation engine that offers a host of industry-leading solutions designed to help B2B organisations drive qualified interest.

Supported by the latest innovations in digital marketing, we generate high-performance demand by promoting content through social, programmatic, mobile, and direct outreach. Our solutions include content marketing, ABM, intent-driven marketing, brand amplification, and much more.

[Founded by CEO Alexander Kesler in 2012](#), INFUSE is now a global business with clients and team members across 50+ countries and five continents.



## The Challenge

As the economy drove to a halt at the beginning of 2020, our business and clients were seeing a decrease in leads and, therefore, opportunities for sales teams.

This was a once-in-a-lifetime event for every business leader—it had been a century since the last pandemic that stopped the global economy. The challenge, faced by all, was to continue growing as a business and seize opportunities as they arrived for sales teams.

Mindful of these circumstances, we decided on our key goal for marketing campaigns in 2020 and 2021: **To boost growth despite the recession for our business, partners, and clients as well as to spark economic growth in our local communities.**

## The Solution

INFUSE decided to structure a [recession marketing strategy](#), to outline the steps for maintaining growth and a steady stream of leads despite the economic uncertainty.

**Our strategy included the following steps:**



### #1 Pause all campaigns and update content

All ongoing campaigns were paused to assess if they were timely with the new economic scenario and the pressing concerns of the COVID-19 pandemic. The main goal of this step was to **avoid out of date messaging from reaching leads**, which without the proper adjustments could fall flat with prospects facing new business challenges.

Therefore, all content was evaluated to assess if there were necessary changes for it to resonate with the new times and the challenges being faced by our clients and prospects. This process was vital as it served as a **benchmark for our content marketing campaigns in 2020 and 2021**.





## #2 Grow our global team

In times of adversity, growth is often the first Key Performance Indicator (KPI) to suffer, especially when economies begin to soften. After all, investment is essential to fuel growth.

Despite the difficulties of the pandemic, we identified a **critical opportunity to expand our team across the world and adopt a fully remote model**. This allowed us to diversify our team and tap into global talent to find individuals passionate about demand generation and the success of our business.

Part of this initiative included launching a global Sales Development Representative (SDR) team to not only reach a wider market, but to also boost our ability to connect prospects with their local contacts. This was also supported by growing our Client Success team.

Although already the largest and oldest Client Success team in the demand industry, we are continuously looking to optimise client experience. As a result of our expansion, our global team was empowered to meet our clients' needs in record times (48% of responses in 15 minutes or less), thanks to having members based across multiple time zones.

Our teams continue to grow even now, to evolve our processes and strategies ahead of new challenges as they develop.





### #3 Adopt a Human-to-Human (H2H) approach

H2H operates from the point of view that behind each business, are real people with real needs, whether it be B2B or B2C. After all, more genuine and personal outreach is always appreciated by prospects and clients alike, even outside of the context of an economic adjustment.

One of the key components of H2H we implemented was **thought leadership**, with the C-suite publishing content in their own words. Apart from serving to help boost the promotion of services on our C-suite's LinkedIn profiles, this strategy also helped to address common concerns and demonstrate INFUSE's dedication to driving results for our clients, no matter the obstacle.

Our sales team was also encouraged to create their own content to also establish themselves as thought leaders and experts who could share valuable insights. This also encouraged target accounts to build relationships with sales representatives who, while representative of the brand, were able to show their own style and ideas to their audience.

#### These were the three elements of our H2H strategy in 2020:

- 🔥 **Encourage our audience to connect with our C-suite:** Feature the C-suite in more content, promote webinars with members and clients as speakers, as well as boost content promotion on personal profiles.
- 🔥 **Start employee branding with the sales team:** To support our marketing campaigns, our sales team became promoters of our brand values, building their presence as the people behind INFUSE. We have always encouraged sales to be active on LinkedIn and interact with their followers, but this was taken a step further during the pandemic with meetings held to discuss LinkedIn strategies with our sales representatives.
- 🔥 **Increase personalisation:** Fuelled with buyer intent data and psychographics, touchpoints were personalised for leads (particularly for [Account Based Marketing](#) campaigns) to strike a chord with their pain points concerning the recession and speak to how we are able to meet their specific needs.



## #4 Create new solutions

With a new approach to our marketing, we were listening to leads and clients more attentively than ever before and responding to their concerns.

Lead generation was a problem for most clients and leads we spoke with, so we refocused our core strategies around the salient question: **How can lead generation and demand generation be maintained (or better yet, increased) during economic uncertainty?**

[Many companies decrease spending during a recession](#). However, we not only decided to maintain our marketing budget, but also developed new solutions designed to meet this pressing challenge for clients, particularly in a time when buying committees are reluctant to spend.

**From 2020 to 2021, we created two solutions to boost lead generation for our audience:**

### Free 100 & Business Reopening Program

- ✓ This [award-winning](#) program provided small and medium businesses worldwide with 100 free leads, along with a marketing support toolkit with assets and nurturing materials.
- ✓ By utilising our [138+ million decision maker database](#), we delivered 100 high-quality leads for free that met the Ideal Client Profile (ICP) criteria of these businesses. In total, 25,000 nurture-ready leads were delivered in North America, Europe, and the APAC region.

### The marketing support toolkit included:

- 📄 Lead nurturing guide.
- 📄 Marketing or SDR email template pack.
- 📄 Customised banner advertising set, designed and written by top demand generation professionals.

[Read the full story on the Free 100 & Business Reopening Program](#) →

## Lead Quality Grader

A common pain point expressed by our leads during the pandemic was not only the low number of leads, but also the low quality of leads in terms of data.

The Lead Quality Grader was created considering these pain points, as an evergreen, free tool that analyses a lead database sight-unseen, while maintaining complete data privacy.

Duplicate leads, missing contact data, and more were clogging up the databases of our clients. In addition, scrubbing data was becoming a task that never left the backlog due to the capacity of marketing teams being tested more than normal.

The Lead Quality Grader remains a useful and regular tool, which acts as a touchpoint and enablement tool for our sales team to engage leads, as well as support clients with an easy resource for verifying lead data.

[Read the full story on the Lead Quality Grader](#) →



Discover how Jeff Cleasby, our VP of Strategic Accounts, **found the ICP for both the Free 100 Leads Program and the Lead Quality Grader in his 4-chapter journey**



## The Results

With the Free 100 & Business Reopening Program, INFUSEmedia saw a **12,000% ROI** from companies who benefited from the program and later on joined as loyal clients.

As for the Lead Quality Grader, the free tool has generated revenue from companies that send in their list to be validated and later on acquire one of [our demand generation solutions](#).

### More results from this recession marketing campaign we still see today:

- **Continuous stream of leads in the pipeline:** This recession marketing campaign in 2020, along with the two products mentioned above, have continuously generated leads for INFUSE—many who then result in successful deals for our sales team.
- **Awards:** INFUSEmedia has won [multiple awards](#) for the Free 100 & Business Reopening Program, promoting social proof and brand awareness for our unique B2B solutions and high-quality service. Many leads are attributed to the positive news ever since the program was launched.

Read more about [Recession Marketing in VP of Marketing Victoria Albert's 3-phase guide inspired by her experience during four recessions](#) →





## What INFUSE can do for you

If you wish to futureproof your business with a recession marketing strategy, our team of **1000+ Demand Strategists** has hands-on experience from building successful campaigns during the crises of 2001, 2008, and 2020.

Prepare your brand with performance and data-driven campaigns to drive long-term demand for your business.

### BELOW ARE JUST SOME OF INFUSE'S DEMAND SOLUTIONS FOR RECESSION MARKETING:

- **Lead Gen Kick Starter with INFUSE Lead Capture:** Generate one-touch leads with top-of-funnel campaigns and targeted lead nurturing, priming your further marketing efforts with a comprehensive performance wrap-up report.
- **Targeted Demand with INFUSE Triple Play Intent:** Identify priority accounts that are actively researching key topics of interest and match your ICP criteria.
- **Account Qualified Demand with INFUSE ABM Focus:** Receive nurtured leads generated by title or role at named accounts and leverage insights from a profiling questionnaire.
- **Active Journey Demand with INFUSE Lead Cascade:** Naturally engage leads at every stage of the sales funnel to maximise revenue with a blended cost per lead (CPL) approach.

[Learn more about all of the INFUSE demand programs here](#) →

## Together, let's build a recession marketing campaign for long-term growth

The INFUSE team of Demand Strategists is available on your schedule to craft a recession marketing campaign that primes your audience and generates long-term sales opportunities for steady brand growth.

If you need support to plan a recession marketing game plan—get in touch to discuss the next steps with our Demand Strategists.

[LET'S DISCUSS YOUR MARKETING GOALS](#) →

