

Case Study



Providing an experienced demand generation partner to generate consistent enterprise-level opportunities.

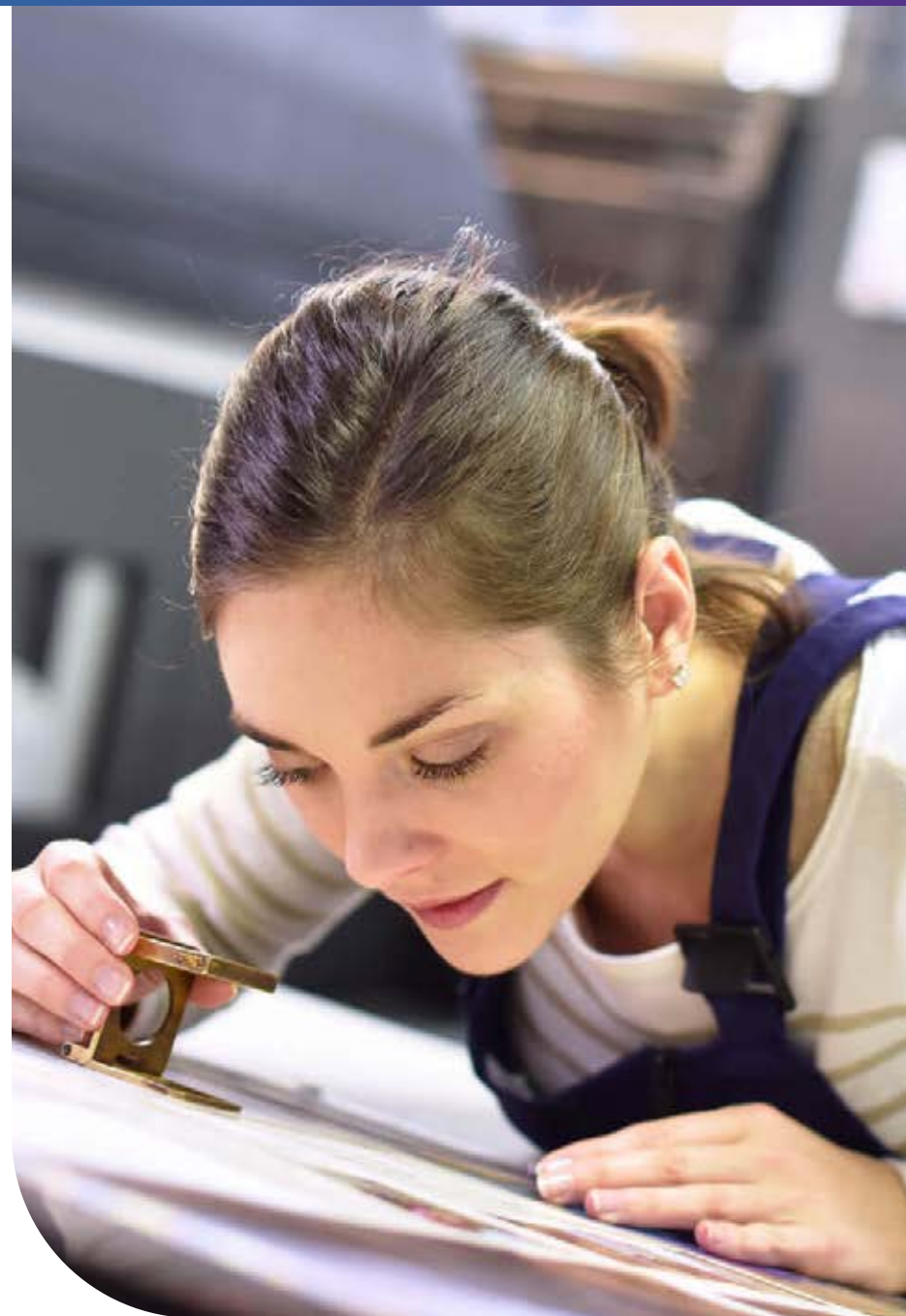
Konica Minolta is a leading services provider of enterprise-level IT solutions, ranging from business process optimisation and document management services to multifunctional peripherals.

The Challenge

Lacking the demand gen and inside sales resource to focus on lead generation and development, Konica Minolta sought an experienced sales and marketing partner to generate enterprise opportunities alongside their in-house team.

Our Solution

We initially targeted ICP mid-market and enterprise organisations in the UK, across legal, logistics, catering and energy sectors. After introducing marketing in April 2021 to support outbound sales, we executed an integrated demand generation campaign. This identified the strongest sectors for digital services and helped optimise our campaigns for most engaged personas, resulting in consistent improvements in SQL generation.



The outcome for Konica Minolta:

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658 

Days worked on project

121 

Qualified opportunities

£175k

Average deal value

£11M

Total estimated
pipeline value

4 

Full-Time
Resource (FTRs)

Marketing project (over 5 months)

 43

Marketing
qualified leads



 20

MQL-to-SQLs

47%

Conversion
rate

Target territories:

-  Scotland
-  Northern England
-  Southern England

Target Markets:



Legal



Energy &
Resources






Transport &
Logistics



Food &
Beverage

Services:

-  Managed Print
-  Information Technology
-  Digital Transformation
-  Process Automation