

# B2B Lead Generation Strategy Case Study Template

## 1. Company Overview

Company Name:

Industry:

Size/Annual Revenue:

Location:

## 2. Objectives

What were the main business objectives for this project?

## 3. Challenges

List key challenges faced prior to implementing the strategy:

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## 4. Solution / Strategy Overview

Describe the lead generation strategy implemented:

Key Activities/Channels Used (e.g., email, LinkedIn, webinars):

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## 5. Execution

How was the strategy executed? Brief outline of steps and timeline:

## 6. Results

Summary of results and KPIs (e.g., number of leads, conversion rate, cost per lead):

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## 7. Lessons Learned

What worked well? What could be improved?

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## 8. Client Testimonial (Optional)

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Attribution (Name/Title/Organization):

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