

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:

- _____
- _____
- _____

4. Solution / Strategy Overview

Describe the lead generation strategy implemented:

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

- _____
- _____
- _____

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):

7. Lessons Learned

What worked well? What could be improved?

8. Client Testimonial (Optional)

Attribution (Name/Title/Organization):
