

CASE STUDY: generating leads for new partnerships with Loov Organic

In this case study, we want to shed light on the experience of one of our clients in order to demonstrate how we generated new potential clients from both US and UK markets.

Client

Our client is the popular organic and superfood brand Loov Organic (formerly known as Loodusvägi). Their goal was to find new export partners active in either the US or UK market. Regardless of the Covid-19 pandemic, the company sought to continue its expansion drive.

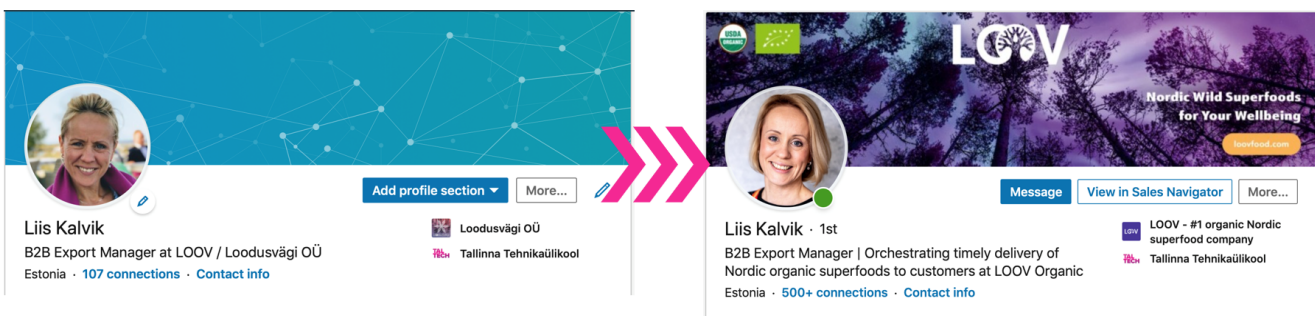
Challenge

Successfully entering a new market is always challenging and time-consuming. Before Loov Organic approached us, they had used contacts from trade fairs and email marketing to find partners in new markets. At the beginning of 2020, the decision was made to unleash the potential of LinkedIn with us.

Solution

We started the process of partner exploration by auditing the LinkedIn profiles of the company itself as well as those of all employees. Based on the target group, we **professionalised** the profiles of Loov Organic and its representatives. We turned profiles with neither branding nor strategic content into **clear and trustworthy All-Star LinkedIn profiles**.

Check out Liisi's profile [HERE](#).



We then set up a new lead generation strategy according to our client's needs. We created the ideal client profile for Loov Organic which, depending on the size of the respective company, would

target either owners of companies producing vitamins and food supplements, or alternatively product or purchasing managers.

By using the right keywords as well as the LinkedIn Sales Navigator tool, we were able to determine 100,000 potential contacts in the US market alone.

Having found suitable contacts, we then compiled strategically conceptualised messages which we would use to approach potential leads.

Results

Within just two months, we were able to grow Loov Organic’s international network for sales representatives on LinkedIn from 149 to more than 800 people.

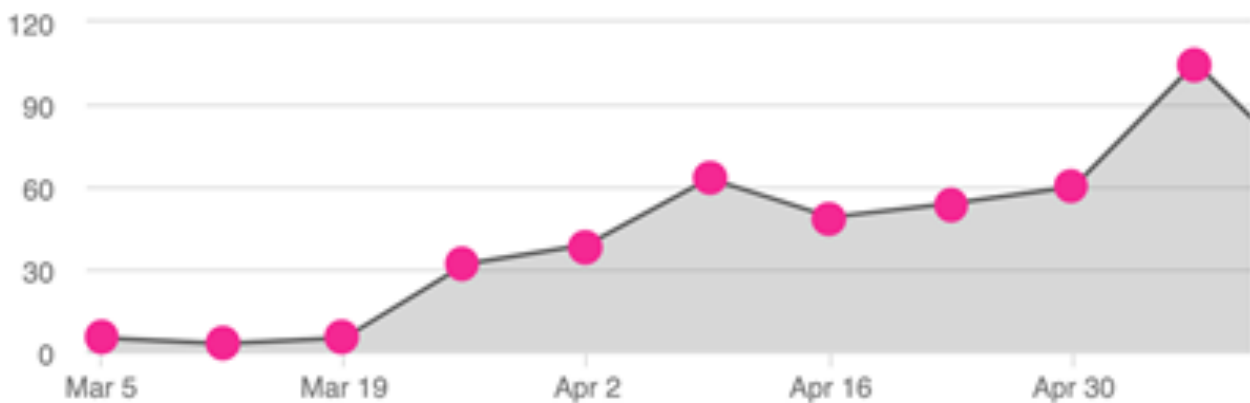
As a result of our lead generation efforts in the first month alone, we saw that the percentage of responses to messages sent on behalf of Loov Organic sales representatives stood at 40% and 20% in the UK and US market respectively.

For the second month, based on our experiences from the first month, we were able to refine our ideal client profile. This led to further improved results. Now, the reply rate lies at 51% in the UK and 25% in the US.



Within two months, our customer received 86 leads interested in their products.

Furthermore, the number of visits to profiles of Loov Organic’s sales representatives increased significantly. Whereas in early March, sales representatives’ profiles had averaged 2-4 visits per week, the number rose to over 100 visits by late April.



Summary

In addition to several leads, our client's sales representatives were able to build up an extensive network of potential partners and customers. This will also make it much easier to find the desired contacts in other countries for future expansion drives.

The example of Loov Organic shows that LinkedIn can help find both partners and clients with a strategically measured approach. We helped the sales representatives of Loov Organic multiply both the list of customers and cooperation partners, and also bring them together with decision-makers within other companies.

What does our client think?

Thanks to B2B Growth, our entire export team got very attractive and professional profiles. And this is the very important, primary business card which potential future business partners will see first.

The LinkedIn campaign was equally successful. I definitely recommend running a LinkedIn campaign for at least 2 months in a row, and to set aside enough time in your own schedule for this endeavour. At first, it takes a while to pick up momentum because the most relevant keywords reveal themselves over time. But in the second month, I already had so much correspondence with new potential customers on a daily basis, that I had to adjust my previous schedule. All our questions that we had at the start were answered both swiftly and precisely.

We will definitely continue our cooperation with B2B Growth, as it is a very efficient and convenient solution which helps you acquire new customers without leaving your home (office).



Liis Kalvik, B2B Export Manager
LOOV Organic OÜ

About us

We have a diverse team that consists of people from different fields with a wide range of experiences and miscellaneous beliefs. But our mindset is the same – we believe that alone you can go far, together you can get there faster.

Our mission is to use our knowledge and experiences to help other companies grow, so we could grow with them. Each member of our team has significant experience in their field and a passion for sharing the best practices.

If you want similar results, contact us at hello@b2bgrowth.eu

Our team:



Indrek Põldvee



Martin Malm



Helen Pärli



Arte Ermel