

From Zero to Pipeline in 90 Days

Rapid GTM Strategy Launch That Delivered Measurable Impact

THE CHALLENGE

A technology services company in the logistics sector had strong capabilities but lacked a scalable go-to-market (GTM) strategy. They were operating without defined marketing automation, a structured demand generation engine, or visibility into ICP engagement. Sales and marketing were misaligned, and lead generation lacked consistency. The leadership team needed speed, structure, and a scalable pipeline strategy.

THE OPPORTUNITY

The company partnered with LeadCoverage to stand up a full-funnel demand generation program from scratch. The initial 90-day scope focused on GTM strategy, HubSpot deployment, ICP definition, content development, PR, and paid campaigns—all mapped to pipeline growth and attribution.

Engagement Priorities:

- Stand up and configure HubSpot with scoring, lifecycle, and automation
- Define ICP across fleets, facilities, and carriers
- Launch PR and content aligned to vertical themes (e.g., safety, efficiency, visibility)
- Execute paid and organic campaigns across Google, LinkedIn, and email
- Connect HubSpot to Salesforce for real-time pipeline tracking

THE SOLUTIONS

LeadCoverage deployed its Revenue Engine Framework—Share Good News, Track Interest, Follow Up—to quickly launch a full GTM engine.

SHARE GOOD NEWS:

- Developed foundational brand messaging and StoryBrand positioning
- Published content tied to ICP verticals, including thought leadership, blogs, and gated assets
- Activated PR and podcast placements to build executive visibility

TRACK INTEREST:

- Implemented net-new HubSpot instance with lead scoring, lifecycle stages, and engagement tracking
- Defined ICP segmentation and launched cold + retargeting paid media campaigns
- Built unified dashboards for real-time campaign and funnel visibility

FOLLOW UP:

- Created RevOps processes between HubSpot and Salesforce
- Enabled lead routing and SDR handoff from MQL to SQL
- Provided training and dashboards for executive and ops teams

THE RESULTS: 90 DAYS TO A SCALABLE GTM ENGINE

In just 90 days, LeadCoverage delivered a fully operational demand generation engine:

- **HubSpot CRM** implemented with lead scoring, lifecycle stages, and automated workflows
- **275K+ PR reach** through media placements and podcast appearances
- **2,600+ Marketing Accepted Leads** generated from net-new and retargeting campaigns
- **3090% increase** in paid media impressions and a 64.7% decrease in cost-per-click
- **4 sales-ready MQLs**, plus executive dashboards and SDR handoff processes in place
- **Live campaign infrastructure** connected to Salesforce for real-time pipeline visibility

The program launched a full-funnel GTM motion—content, PR, email, paid media, blog, and lifecycle automation—built to scale.

THE TAKEAWAY

In 90 days, LeadCoverage helped transform a tactical marketing function into a strategic GTM engine—equipped with the tools, content, visibility, and execution to scale. **We make market leaders.**