

MIGRATING SUCCESS WITH A 250% LEAD BOOST

A Cloud IT Specialist

CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA

A GAN-FALL CLIENT

Industry: IT Services

Size: ~65 employees, \$16M revenue

Location: Southeast, USA

This cloud IT specialist provides expert cloud migration services, helping businesses transition to platforms like AWS, Azure, and Google Cloud with 35% faster deployment times than traditional methods, per client feedback. With a skilled team of approximately 65 employees and \$16M in annual revenue, they've built a strong reputation in the Southeast, serving mid-sized firms in retail, finance, and logistics. Located in a burgeoning tech region, they aim to expand their client roster, secure enterprise contracts, and grow into a \$35M leader in the cloud services market.

BUSINESS CHALLENGES

- Stagnant leads: 18 per month, mostly small firms, unfit for \$150K+ migration deals.
- High CAC: \$1,400 per client, squeezing profits on \$200K average contracts.
- Slow outreach: 25 hours weekly chasing leads, delaying migration projects.
- Competition: Larger cloud providers locked up big enterprise deals.

OBJECTIVES

- Increase leads to 60+ monthly, targeting \$150K+ deals from growing businesses.
- Reduce CAC to \$450, freeing funds for cloud certifications and hires.
- Hit 90% lead fit for firms with 200+ staff needing cloud transitions.
- Cut outreach time by 70%, focusing team on migrations and pitches.

SOLUTION

- Targeted 3,000+ IT directors at firms with 200+ staff planning cloud shifts.
- Ran 5-touch campaign: LinkedIn pitches with deployment stats, emails with case studies, SMS demo invites, follow-ups, nurture drips for non-responders.
- Used AI scoring to reach 90% lead fit, cut low-value chases by 80%.
- Synced with Salesforce, automated tracking, sped up sales cycles.

RESULT AND BENEFITS

After 9 months (Q2 2024):

- Leads climbed from 18 to 60 per month, a 250% rise, filling pipeline with logistics clients.
- CAC fell from \$1,400 to \$450, a 68% drop, funding three new cloud engineers.
- Revenue grew with \$800K enterprise migration, \$2.4M more in pipeline.
- Outreach time dropped from 25 to 7 hours weekly, a 72% gain, boosting migration speed by 25%.
- \$35K investment returned 36x in revenue, aiming for \$30M target.

"I now have 2 sales teams because of this system and both are working at 100%, the numbers speak for themselves."

— Vice President of Sales and Marketing