

## B2B eCommerce Lead Generation — Case Study

Case study showing how a B2B eCommerce company generated 18 qualified buyers from their ABM list.

Created by Global Digital Projects · [globaldigitalprojects.in](https://globaldigitalprojects.in)

**Book a call:** <https://calendly.com/mohdasif-digital/how-qualified-lead-works-for-agencies-growth>

## 1. Goal

**Why it matters:** Turn an ABM list into qualified buyers without heavy ads. Target: 18 buyers.

Use the quick steps below. Keep the language simple; talk like a human. If a step feels heavy, cut it in half and ship a smaller version first.

- Goal in one line: keep it simple and measurable.
- Audience: who feels the pain now? Write 2–3 real examples.
- Message: one promise + one proof + one action.
- Channel: start with the easiest path you can repeat daily.
- Offer: remove risk; add a small win or sample.
- Tracking: use one sheet to log tests, results, next step.
- Next action: what can be shipped today in 30 minutes?

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## 2. Data Cleanup

**Why it matters:** Verified contacts, fixed bounced domains, and enriched with buyer roles.

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### 3. Offer

**Why it matters:** Simple product sampler and bulk-pricing sheet; no pressure to buy now.

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## 4. Playbook

**Why it matters:** Warm email series + remarketing + fast quote form + reorder reminders.

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## 5. Results

**Why it matters:** 18 qualified buyers, 32 RFQs, and repeat orders from 6 accounts within 60 days.

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## 6. What Worked

**Why it matters:** Clear MOQ tiers, fast answers, and easy re-order links.

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## 7. What We'd Improve

**Why it matters:** Add more how-to videos and auto-quotes for top SKUs.

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## Notes

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