

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

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

2. Data Cleanup

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

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

3. Offer

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

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

4. Playbook

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

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

5. Results

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

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

6. What Worked

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

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

7. What We'd Improve

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

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

Notes

Why it matters: Use this space to capture lessons and wins.

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

Notes

Why it matters: Use this space to capture lessons and wins.

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

Notes

Why it matters: Use this space to capture lessons and wins.

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

Notes

Why it matters: Use this space to capture lessons and wins.

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

Notes

Why it matters: Use this space to capture lessons and wins.

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)

Notes

Why it matters: Use this space to capture lessons and wins.

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?

For support visit globaldigitalprojects.in · Book a call: [Calendly](#)