



# How Dunamis Marketing Generated **10x More Leads** for an IT Services and Consulting Company

A Case Study on the Power of Increasing Lead  
Volume Through Integrated Marketing Programs



## The Challenge

T4S Partners is a 6-year-old IT consultancy that specializes in cloud transformation, application modernization, and enterprise service management. The company has a strong reputation and a loyal customer base, but it faced a challenge in generating new leads outside of the founder's referral network. The company wanted to expand its reach and attract more enterprise clients across multiple practice areas.

## The Solution

Dunamis Marketing is a digital marketing agency that helps B2B technology companies grow their online presence and generate qualified leads. Dunamis Marketing partnered with T4S Partners to implement a content marketing program that would showcase the company's expertise, value proposition, and success stories. The program included:

- 01** Creating a buyer persona and a content strategy that aligned with the company's target audience and goals.
- 02** Revising the website that was optimized for SEO, user experience, and lead conversion.
- 03** Producing and distributing high-quality content, such as blog posts, white papers, case studies, and infographics, that addressed the pain points and challenges of the potential customers.
- 04** Implementing a lead nurturing system that used email marketing, social media, and remarketing to engage and educate the prospects and move them along the buyer's journey.
- 05** Tracking and measuring the performance of the content marketing program using analytics and reporting tools.



# The Results

The content marketing program delivered impressive results for T4S Partners. Within months, the company experienced:



## 10x Increase in Inbound Leads

The content marketing program implemented by Dunamis Marketing led to a remarkable 10-fold increase in qualified inbound leads consisting of enterprise-level companies for T4S Partners across multiple practice areas within a relatively short timeframe.



## Enhanced Brand Visibility

T4S Partners' thought leadership content positioned them as industry experts, significantly enhancing their brand visibility and reputation within the IT services and consulting space.

## Client Testimonial



*"I had the satisfaction of working with Dunamis Marketing for our boutique technology firm. They always did exceptional work, and I would highly recommend them to anyone needing marketing planning, strategy, and execution."*

**– Adrian Cordova**  
Inside Sales and Marketing  
Manager at T4S Partners



## The Conclusion

Through a strategic and collaborative partnership with Dunamis Marketing, T4S Partners successfully achieved their objective of significantly increasing inbound leads and expanding their client base beyond their founder's referral network. The success of this initiative underscores the value of leveraging targeted content marketing strategies to drive business growth and establish thought leadership in competitive industries.