

## CASE STUDY

# B2B Marketing for Nutraceutical Brand

## THE COMPANY

A global leader in science-backed dark berry nutraceutical ingredients that offers solutions for food, beverage and dietary supplements.

## CLIENT TESTIMONIAL

*"The team is smart, versatile, creative and gets the project done quickly. You are superheroes!"*

-Essenza client & nutraceutical brand president

## THE CHALLENGE

Company has been a leader in its category for decades but lacked a strong digital presence. Essenza was tasked with developing a cohesive digital ecosystem to build awareness, generate engagement and secure leads.

## THE SOLUTION

Revitalized LinkedIn presence with consistent, quality content to achieve strong organic growth. Refreshed email template to engage subscribers and used strategic trade media buys to expand reach, generate leads and grow subscriber list.

## THE RESULTS



### LINKEDIN

- 3x audience growth
- 1,224% increase in impressions
- 1,584% increase in engagements
- 1,568% increase in post clicks
- 27% increase in engagement rate



### EMAIL

- 92% increase in email subscribers



### WEB

- 99% increase in web traffic
- 82% increase in sessions
- 51% increase in page views



### LEADS

- 500+ leads