



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



ESSENZA
communications & coaching

GDM