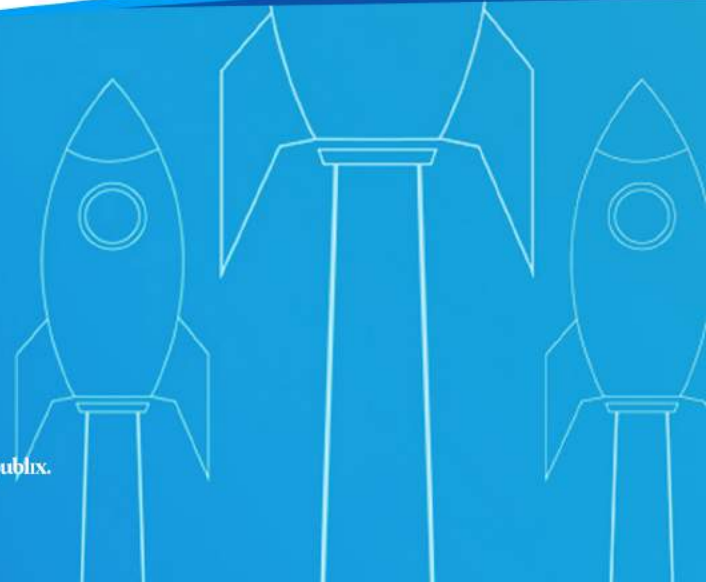


# WHO IS invennt ?

When this UK-based financial consultancy came to us, their founder, Tim Fitch, had been working with Linked Into Leads for some time. Invennt helps construction companies access government tax credits most firms don't think to tap into. He wanted to double-down and contracted eRational to help launch a similar service to the Canadian market.



# THE PROBLEM **WE SOLVED**

Invennt's team are experts in delivering their service, but can have trouble finding the right companies, and breaking down their reservations. They needed help showcasing the problem.

We created an event-based strategy, where we'd gather qualified business owners to explain the opportunity, and address any objections or hesitations.



Tim flew into our offices to finalize the strategy and build our infrastructure, including a series of videos for our promotional pages. We launched a direct outbound campaign leveraging email, calling and LinkedIn to fill the event. We were confident we could communicate the value of attending.

# HOW WE **DID IT**



A Citizen of **Republix**.

# THE CHALLENGES WE FACED

- ✓ Perhaps because they didn't recognize the UK-based firm, or because construction executives don't "live" on LinkedIn, we experienced an uncommonly low connection accept rate. This affected our calling campaign as we get best results calling our accepted connections.
- ✓ The target audience was smaller than we initially projected. Companies had to be large enough to justify Invennt taking them on, as their fees are commission-based. Conversely, larger companies often had someone in-house handling these apps.
- ✓ Invennt wanted us to pre-qualify attendees by confirming their top-line revenue. Some leads were put off by our asking.

As the day of the event drew closer, we weren't on track to meet our goals, in spite of having sent connection requests to everyone on our approved target list. We had roughly 15 registrants, but knew to expect a 40% show-up rate. Our projections said we needed 10 attendees to make the event profitable for our client.

# PIVOTS WE MADE

A stylized illustration of a rocket launch, showing a central rocket with two smaller ones on either side, all pointing upwards.

Our team of strategists put our heads together, and identified some solutions to push our results over the finish line:

- ✓ We created additional content and completed a confirmation call to registrants to demonstrate the value of attending and increase our show-rate.
- ✓ We looked in unusual places to find the right people... since they weren't on LinkedIn, we tried Yelp and Homestars. We called companies to qualify them, and determine who on their team would be best to speak to. This added a last-minute injection of leads.
- ✓ We worked with our client to refine the messaging and assets they'd be delivering at the session in order to maximize the impact on those who did attend.

# THE OUTCOME

A faint, light blue illustration of a rocket launch. It shows a central rocket with a plume of fire at the base, flanked by two smaller rockets. The background is a gradient of blue, suggesting a sky or space.

Ultimately, 8 highly qualified firms attended the session, and we booked calls with a number of those who couldn't. While we missed the mark on our goal for attendees, we were happy to see our projections were conservative: every attendee moved forward with their services.

**The leads generated from the event ultimately resulted in \$5 Million in projected sales (due to the significant lifetime value of each) for Invennt in 10 months.**

Our work with Invennt was a great opportunity for us to live by our core values - "Evolve or Perish," and "Believe." Not everything worked perfectly...We had to pivot on the fly and push ourselves, but ultimately we were both very pleased with the outcome.

WANT TO SEE HOW  
**WE CAN HELP?**  
BOOK YOUR GROWTH  
**ADVISORY CALL!**



**I Want To Grow!**

