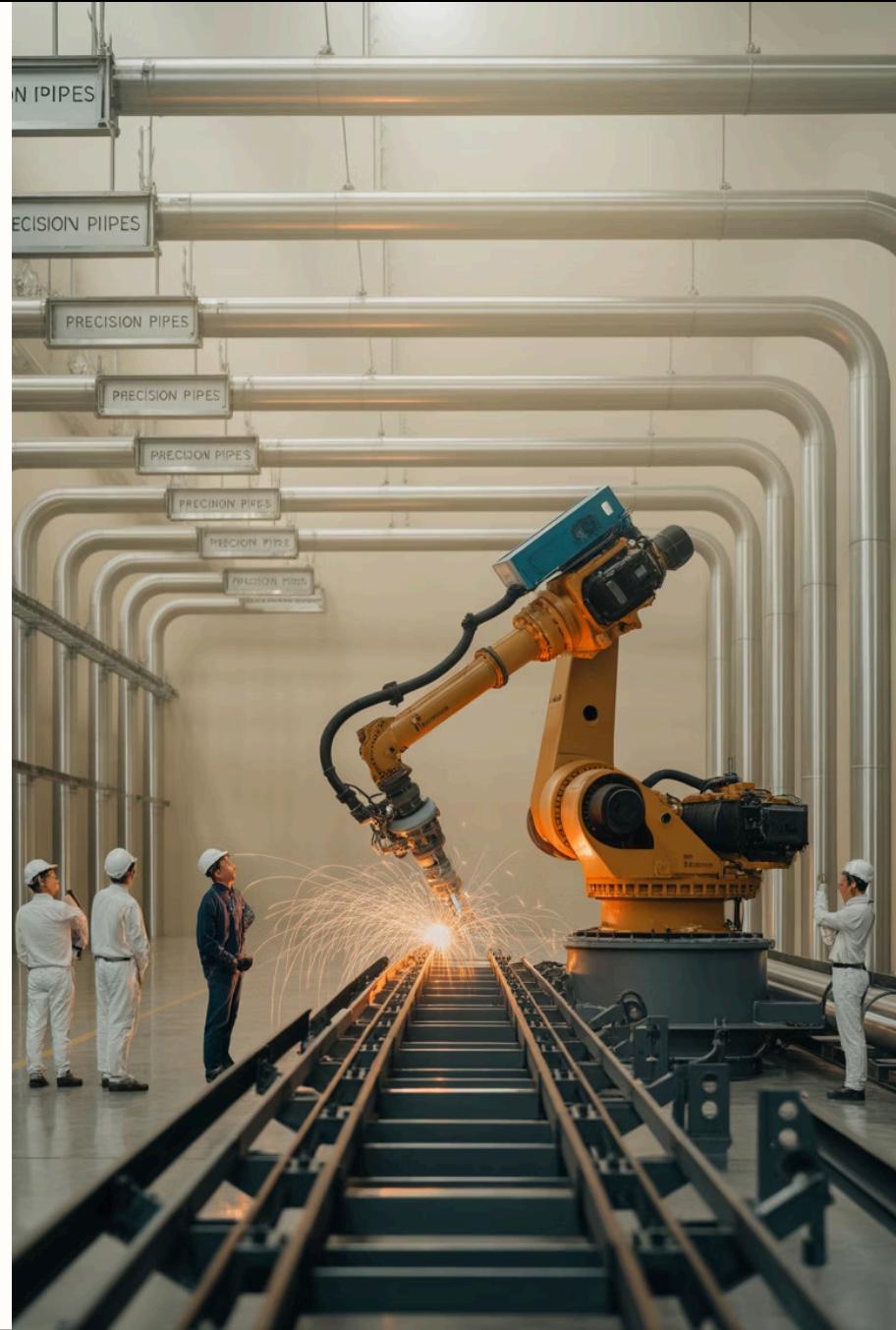


# Gemsons Engineering: B2B Lead Generation Excellence in Oil & Gas

A comprehensive industrial marketing case study showcasing how targeted digital strategies transformed lead generation for a specialized oil & gas equipment manufacturer, delivering 200% growth in qualified leads and 273% increase in sales pipeline value.



# Project Overview

Gemsons Engineering, a specialized manufacturer of precision equipment for the oil and gas industry, faced significant challenges in reaching decision-makers and demonstrating technical expertise in a competitive industrial market.

Our objective: Generate qualified industrial leads through targeted digital marketing strategies to increase sales pipeline and market penetration in the oil and gas sector within a 6-month timeframe.

**Timeline:** September 2022 – February 2023

**Role:** B2B Marketing Strategist



# Key Challenges

## Limited Online Visibility

Poor search rankings for technical and industry-specific keywords critical to reaching procurement and engineering decision-makers

## Low-Quality Leads

Previous marketing efforts generated inquiries from unqualified prospects outside target industries, wasting sales resources

## Complex Sales Cycle

Difficulty effectively communicating technical product value to engineering decision-makers through existing channels

## Niche Audience

Challenges in reaching and engaging with highly specialized professionals in the oil and gas sector

## Lack of Educational Content

Insufficient technical resources to establish authority and nurture leads through the extended sales cycle



# Strategy 1: Technical Content Marketing



## Engineering Content Hub

Comprehensive resource center featuring technical articles, case studies, and application notes for the oil & gas sector



## Deep-Dive Technical Guides

Detailed guides on specialized topics including "Precision Machining for High-Pressure Applications" and "Corrosion-Resistant Materials"



## Technical Demonstrations

Produced 12 technical demonstration videos showcasing product capabilities and manufacturing processes



## Industry Thought Leadership

Authored bylined articles for industry publications and established a regular technical blog series

# Strategy 2: LinkedIn B2B Campaigns

## Account-Based Marketing

Identified and targeted 150 high-value companies in the oil and gas sector with personalized campaigns

## Job Title Targeting

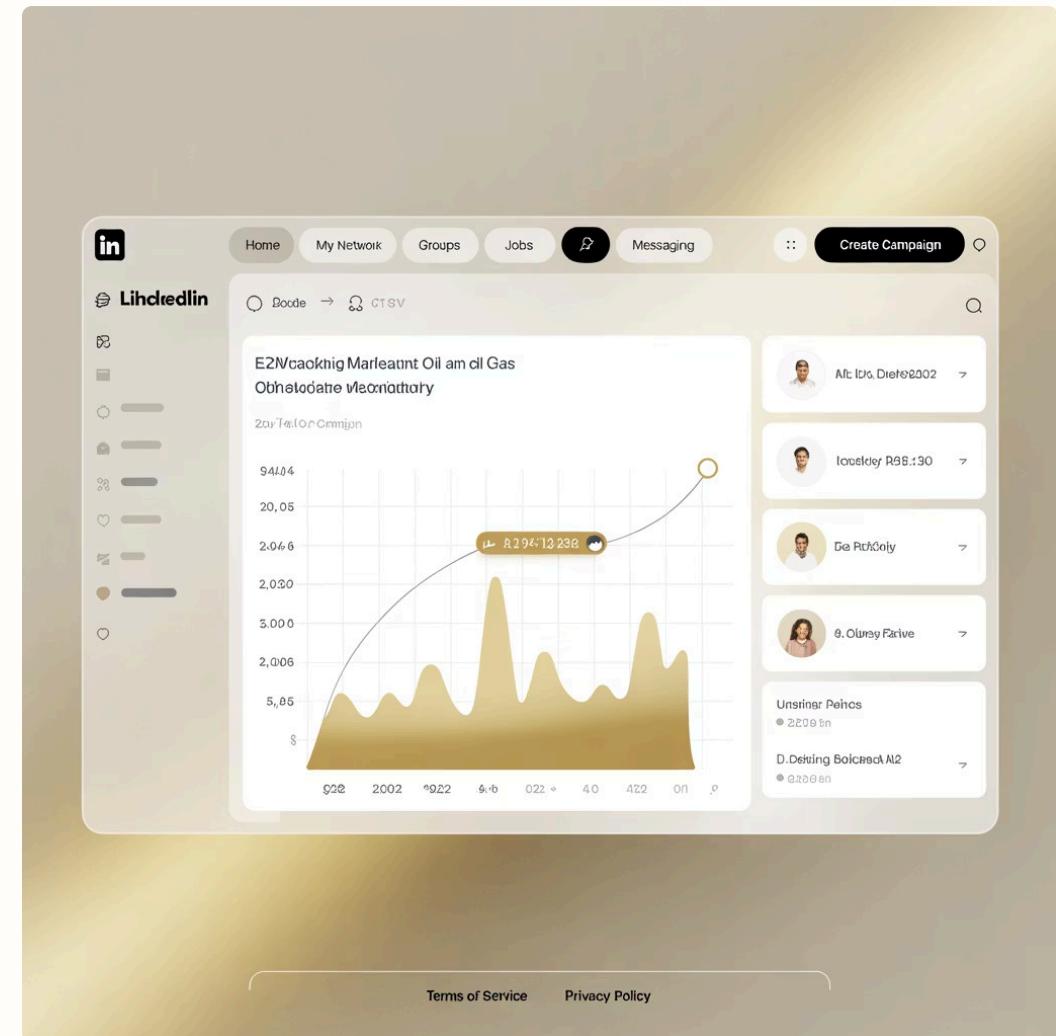
Focused campaigns on key decision-makers (Procurement Managers, Technical Directors, Engineering Managers) at target companies

## Sponsored Content

Promoted technical content and case studies to targeted audiences with industry-specific messaging

## LinkedIn Lead Gen Forms

Implemented optimized forms with industry-specific qualification questions to capture high-intent leads



LinkedIn campaigns enabled precise targeting of technical decision-makers in the oil & gas industry, with significant improvements in lead quality and conversion rates.

# Strategy 3: Industry-Specific SEO

## Technical Keyword Research

Identified and targeted 200+ industry-specific keywords with high commercial intent

**Examples:** "API 6A valves manufacturer," "high-pressure oilfield equipment"

## Technical Content SEO

Optimized all technical content for search visibility, including schema markup for industrial products and services

## On-Page Optimization

Restructured product and service pages with technical specifications, application details, and industry compliance information

## Local SEO Enhancement

Optimized for location-based searches targeting industrial hubs in Gujarat, Maharashtra, and Tamil Nadu

These SEO improvements resulted in a **217% increase in website traffic** from search, driving significant growth in lead volume.

# Strategy 4: Whitepaper Lead Magnets

## Technical Whitepapers Developed:

1. "Advancements in Subsea Valve Technology"
2. "Material Selection for Extreme Operating Conditions"
3. "Precision Manufacturing Standards in Oil & Gas"
4. "Supply Chain Resilience for Critical Equipment"

## Implementation approach:

- Gated content strategy with lead capture forms
- Multi-channel promotion (LinkedIn, email, industry partnerships)
- Automated nurturing sequences delivering additional technical content

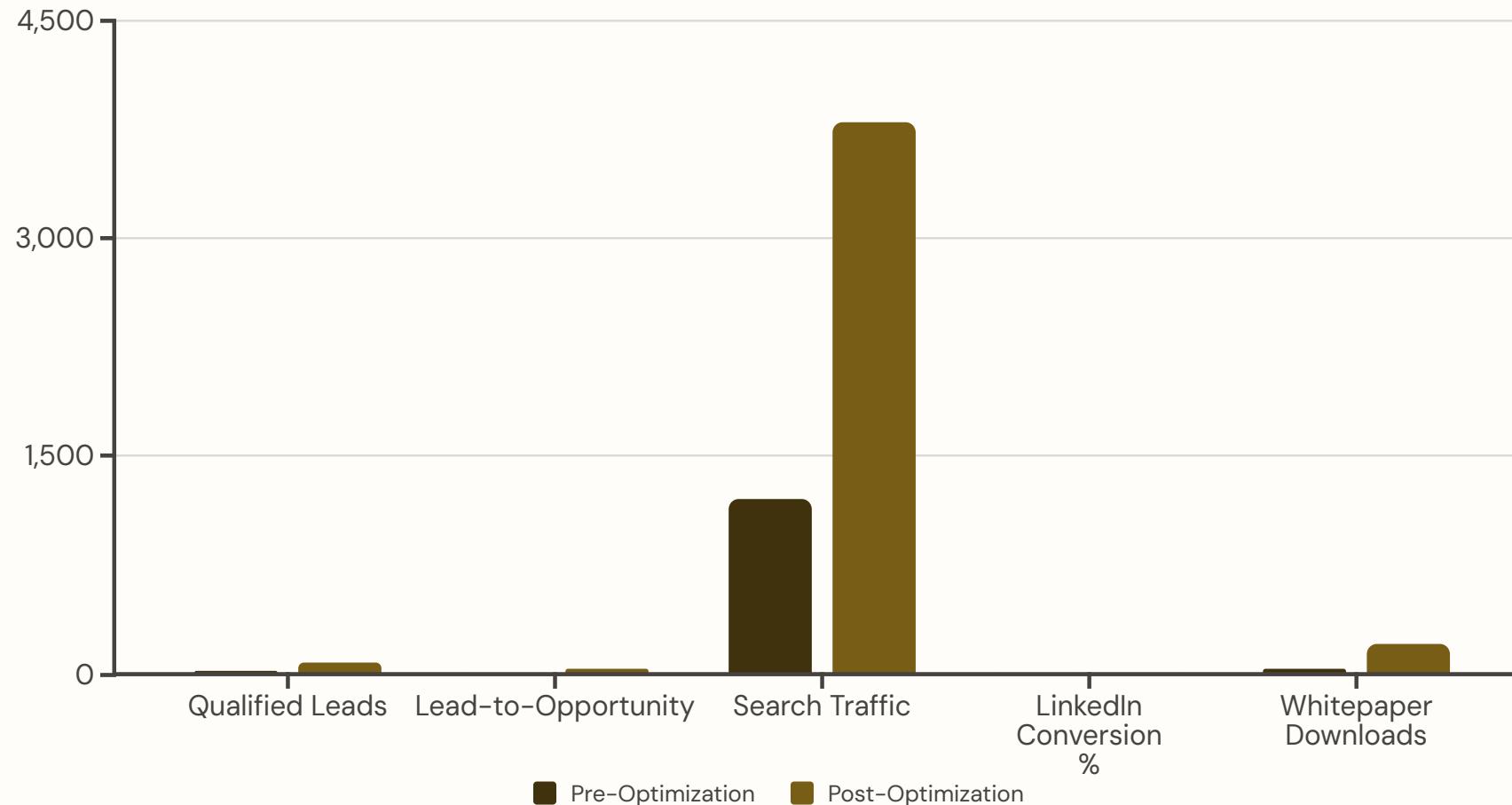


Advanced Solutions for Oil & Gas

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Whitepapers established Gemsons as a technical authority while generating **42% of all leads**, with downloads increasing by **500%**.

# Measurable Results (6-Month Period)



The integrated strategy delivered substantial improvements across all key performance indicators, with particularly dramatic increases in whitepaper downloads and search traffic.

# Financial Impact

₹1.4 Cr

## Monthly Pipeline Value

Up from ₹37.5 Lakh, representing a **273%** **increase** in monthly sales pipeline value

₹18.7 L

## Average Deal Size

Increased from ₹12.5 Lakh, a **50%** **improvement** in transaction value

₹3,200

## Cost Per Lead

Reduced from ₹8,500, saving approximately **₹3.2 Lakh monthly** in acquisition costs

Beyond lead volume, our strategy significantly improved lead quality and conversion efficiency, driving substantial improvements in deal size and reducing acquisition costs.

# Key Takeaways & Strategic Insights

## Technical Content Drives Engagement

In-depth technical content establishes authority and builds trust with engineering decision-makers, driving both quantity and quality of leads

## Precision Targeting Improves Efficiency

Focusing on specific job roles and companies in LinkedIn dramatically improved conversion rates and reduced wasted spend

## Industry-Specific SEO Delivers Value

Targeting niche technical keywords with high commercial intent attracts qualified prospects with immediate needs

## Lead Magnets Generate Pipeline

Technical whitepapers addressing specific industry challenges convert at significantly higher rates than general content

- This case demonstrates how technically-focused content and precise targeting can transform lead generation for industrial manufacturers, establishing thought leadership while delivering measurable ROI.