

B2B Demand Generation: Search + Social

B2B leadership and executive-coaching platform | Paid search + paid social, tied to pipeline

SEM + SMM

one integrated program

ABM

named-account targeting

CRM-TIED

conversions are real opportunities

OWN REPORTING

custom system, not platform metrics

CLIENT	B2B leadership and executive-coaching platform (name withheld)
CATEGORY	B2B SaaS and professional development (considered, multi-stakeholder buying)
ENGAGEMENT	Ongoing (began 2025)
SERVICES	Paid search (Google Ads search, Demand Gen, YouTube), paid social (LinkedIn lead gen, thought-leader, website-conversion, retargeting), account-based targeting, conversion tracking to CRM, ad copy and creative direction, custom reporting; SEO added alongside
MODEL	Qualified pipeline. Measured to CRM opportunities, not platform-reported leads.

THE CHALLENGE

A B2B leadership and executive-coaching platform sells a considered, multi-stakeholder purchase to HR and L&D leaders inside large enterprises. Success is measured in qualified opportunities and pipeline, not clicks or raw form-fills. The brand needed integrated demand generation across paid search and paid social that reached the right senior decision-makers, including specific target accounts, and tied every conversion back to the CRM so spend could be judged on real opportunities.

THE APPROACH

- Paid search (SEM).** Built and managed Google Ads across search, Demand Gen, and YouTube, with dedicated landing pages and the ad copy, and imported offline conversions from the CRM so Google optimized toward real opportunities rather than form-fills.
- Paid social (SMM).** Ran LinkedIn as the core B2B channel: lead-gen campaigns with gated content (guides and reports), Thought Leader Ads, website-conversion and retargeting campaigns, and continuous creative testing (video consistently beat static on CPM, CPC, and overall efficiency).
- Account-based targeting (ABM).** Targeted named enterprise accounts on LinkedIn so spend reached the specific organizations and senior roles that matter in a long, multi-stakeholder B2B cycle.
- Conversions tied to the CRM.** Set conversion tracking and offline conversion imports so the program was measured in qualified opportunities and pipeline, not platform-reported leads.
- One integrated program, custom reporting.** Kept search and social aligned on audience and message, layered in competitive intelligence, and reported everything through our own reporting system, which replaced a paid tool and lowered reporting cost.

THE RESULTS

The program runs as one measured system, with every channel judged against real CRM opportunities rather than platform-reported leads. Creative testing produced clear efficiency gains, with video outperforming static across CPM, CPC, and other KPIs, and we consolidated reporting into a single custom system. This is an active engagement; specific pipeline and cost figures are held confidential at the client's request.

WHY THIS FITS

B2B demand generation is its own discipline: a considered, multi-stakeholder purchase, senior decision-makers, named target accounts, and success measured in pipeline rather than clicks. We run integrated paid search and paid social, Google and LinkedIn, for exactly that kind of buyer, with account-based targeting, conversions tied to the CRM, honest reporting, and one senior team across both channels.

Imerex Senior-led search marketing, NYC. Founder-run since 2007.