optamarkdigital | Sigma CapSeal Induction Cap Sealing Solutions

CASE STUDY

Sigma CapSeal develops sustainable leads funnel through Optamark Digital

COMPANY INTRODUCTION

Sigma CapSeal has been a packaging machinery solutions provider for over four decades. They're known for their innovative approach to the industry. Their rich history of success is no surprise. There have been a lot of changes over the years, but they're always on top of it.

THE PROBLEM

Despite the company's success, Sigma CapSeal faced stiff competition from new firms with innovative products—and they could not keep pace with their digital presence.

They were looking for an agency to help them boost their digital presence, identify marketing pain points, and marketing development plan that would reach their target market.

THE SOLUTION

In order to help them improve their lead generation efforts, Optamark Digital created a plan for email marketing and LinkedIn lead generation that would give Sigma CapSeal a sustainable leads funnel. The plan included creating an email newsletter campaign and using a LinkedIn lead generation campaign to target potential customers within specific industries globally.

THE RESULTS

Optamark Digital helped Sigma CapSeal develop a sustainable leads funnel that aligned with the company's vision. Through this partnership, we generated more leads for Sigma Capseal while increasing the diversity of its target audience to attract a wider customer base. On top of that, we were able to hit $100,000 in profit for the company from various marketing initiatives.

CLIENT TESTIMONIALS

"Neel and his team at Optamark Digital were so pivotal in reinforcing our leads funnel. Their professionalism and attention to detail is impeccable.

We have been working with them for over two years now and their work is top-notch! I would highly recommend them for your digital marketing needs." - Piyush M., Sigma CapSeal CEO

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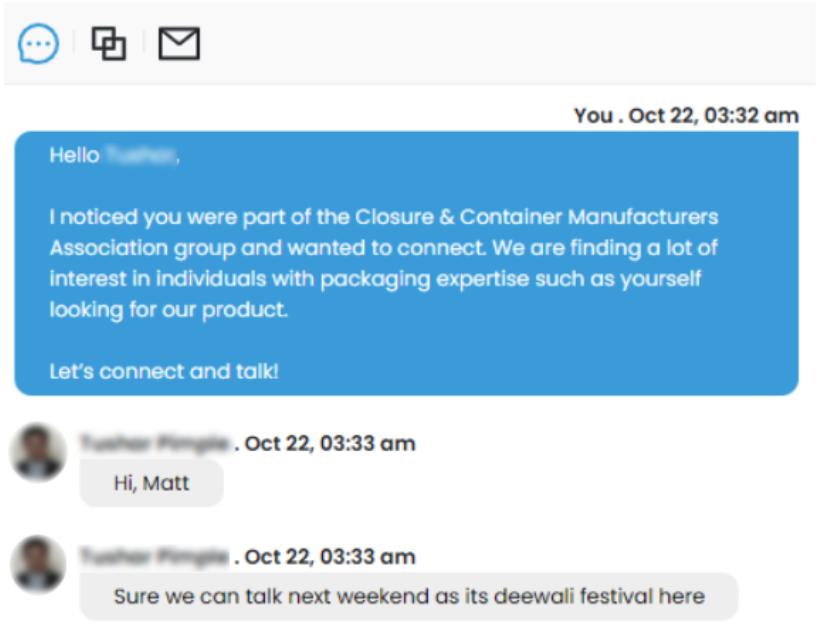

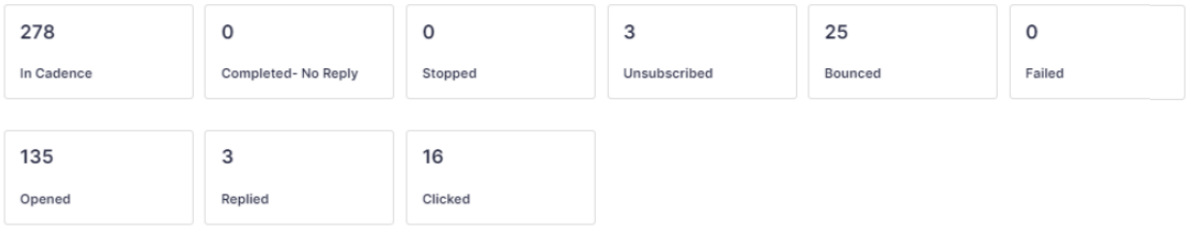

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