



ESG360°Air

Driving sign-ups for a SaaS tool launch:

How Real View helped ESG360° connect with large enterprises.



Anj's biggest challenges

For starters, the ESG consulting space is niche and, not to mention, highly competitive, making it difficult to stand out. Although Anj had some existing digital presence, he **lacked a cohesive strategy and impactful content**, meaning he was **struggling to resonate with his target audience** (CFOs, ESG Leaders, and Risk and Compliance Experts).

Ultimately, we needed to build Anj and ESG360°'s visibility that would allow us to then connect interest into test sign-ups of large enterprises in time for the launch of ESG360Air, their latest SaaS tool being released a few months later.

I had the pleasure of working with Real View on a branding project. I can highly recommend them for their in-depth understanding of the space and for the creative solutions they bring.

Anj Chadha, Founder of ESG360°



Real View's IMPACT

We rolled up our sleeves and collaborated closely with Anj to craft a custom, multi-channel marketing strategy that aligned with his goals and audience.

Deep dived into his company's Insights

We conducted a thorough audit of Anj's and ESG360° performance before Real View's involvement. Through this, we were able to identify the most impactful touchpoints for his audience and prioritised efforts where they would yield the highest ROI.

Created an integrated strategy based on the ICP

Following the Real View strategic workshop, we were able to map out and activate a solid plan that integrated multiple marketing approaches and channels, ensuring Anj's personal and company brand could be presented authentically with relevance.

Data-backed content and engagement

We formed audience-first organic social content and created thought leadership for the website, as well as lead on a new brand film. Moreover, we managed comms for partnerships and industry events. Finally, we used targeted paid ads to further reach the ICP.



Events



Strategic content

The Result

In just five months, our strategic efforts delivered remarkable results for ESG360° to drive the brand forward.

65,500

impressions on the personal LinkedIn page, coming to a staggering 933% increase compared to the previous period.

46,000

impressions were generated through paid ads, amplifying his reach with a modest £800 budget.

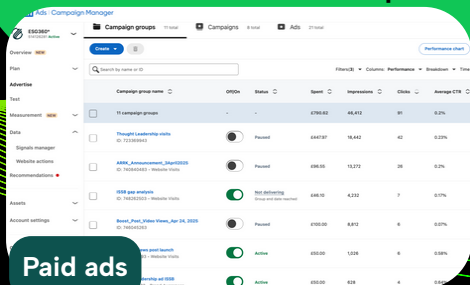
3,200

visits to his website from direct and organic sources.

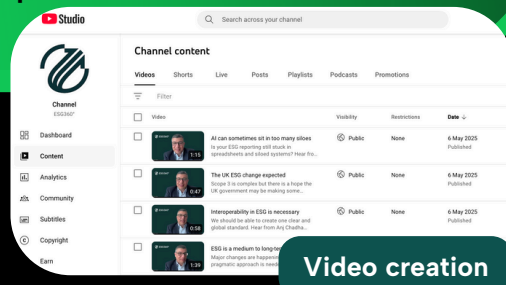
20 test sign-ups

of prospective clients to test the SaaS tool, ESG360Air.

We worked closely with Anj's team, including sales, to connect our marketing to sign-ups focussing on specific accounts. We built the initial visibility and then honed it to keep driving more sign-ups of large enterprises.



Paid ads



Video creation