



# 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.



Strategic content

### Events



**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.

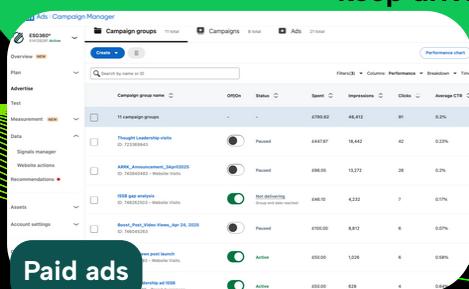
**20 test sign-ups**

of prospective clients to test the SaaS tool, ESG360Air.

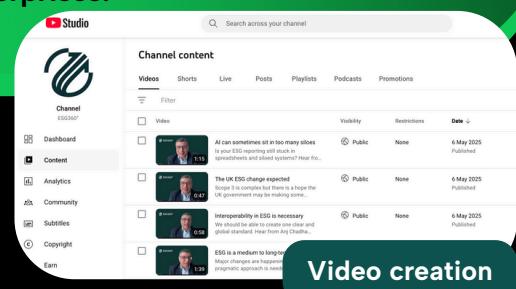
## The Result

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

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