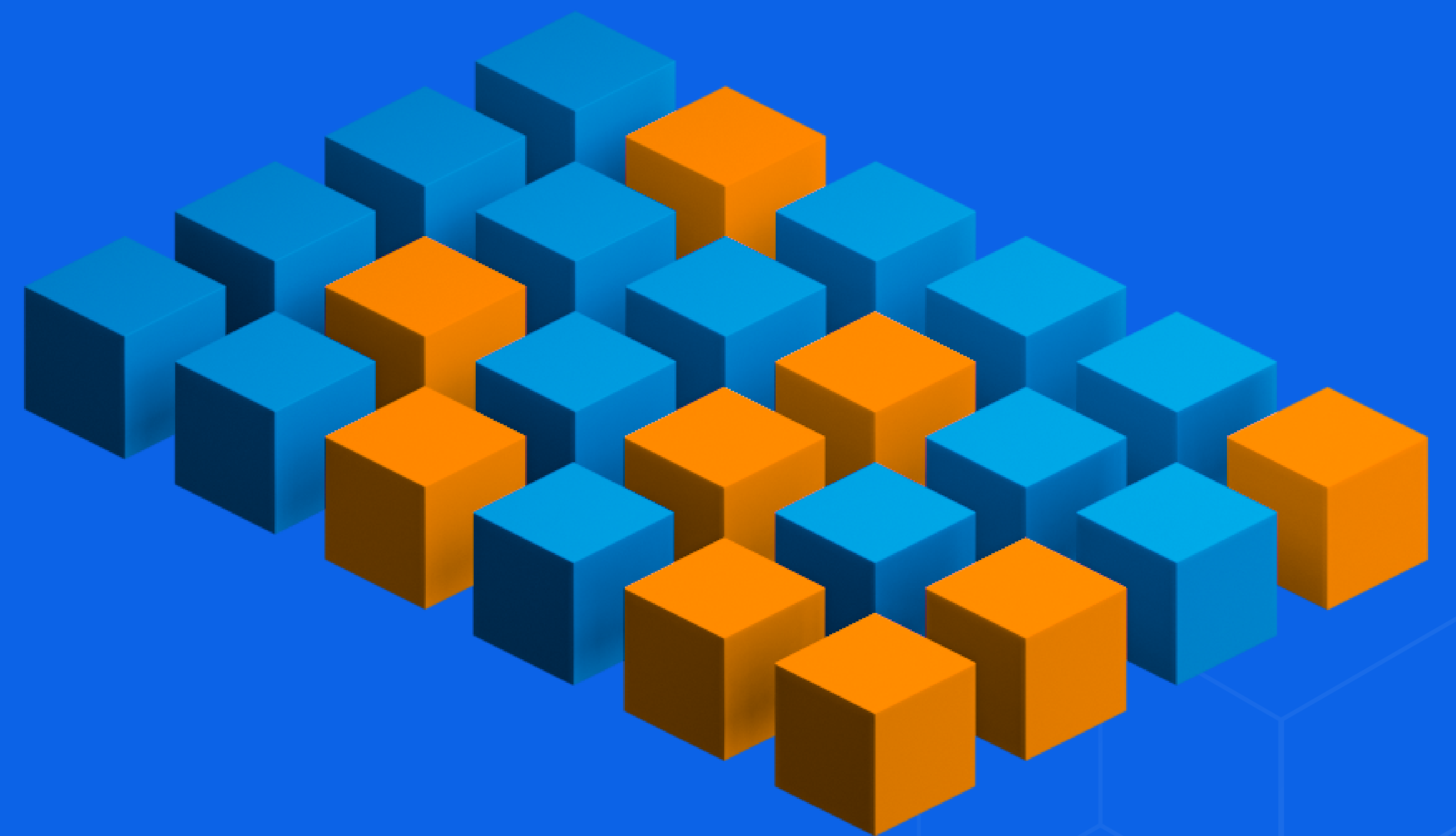


CASE STUDY

40 BANT leads. 3 months. Zero Fluff. Scaling Content Syndication Performance.

- Concierge marketing
- Agency managed services
- BANT audience targeting
- Full creative execution



Client

Crestwood sells ERP software - Acumatica and Microsoft Business Central - to mid-market manufacturers, distributors, and construction firms. Their ERP solutions are robust. Their sales team is ready. The problem? A small marketing team stretched too thin to run demand generation at scale.

Challenges

The goal was bold. They needed 40 BANT-qualified leads in 90 days. Decision-makers only. Right industries, right company size, right US states. And they needed every lead handed off to sales the moment it came in - not batched, not delayed. Crestwood also had several concerns about Content Syndication performance and how they work.

Content Syndication Strategy

Macro started working backwards from the goals and ran with tactics - handling everything from creative to targeting to real-time content syndication optimization.

Sharp audience targeting

We built the ICP from the ground up: Texas and Florida as primary markets, Manufacturing and Distribution as core industries, \$10M - \$500M in revenue, C-suite and Director-level personas. Macro monitored engagement throughout and flagged opportunities to expand the targeting - broader revenue filters, wider seniority bands - wherever doing so would add quality leads, not just volume

BANT built in from day one

Every lead captured came with answers to Budget, Authority, Need, and Timeline questions. Sales didn't just get a name and an email, they got context. Flexible qualification logic meant useful data was captured from every prospect, not just the ones who ticked every box.

Full creative execution

Landing page, emails, banners, all built and approved before launch, all on-brand, all mobile-ready. Crestwood didn't write a brief and wait. We handled it. All creative was designed to be reused in a variety of integrated marketing tactics and channels.

Content Syndication Performance

Macro explored several content syndication platforms to evaluate their performance based on:

- Budget Requirements
- Audience Reach
- Quality of Leads
- Ease of Use
- Speed of Delivery

Instant lead delivery

The moment a prospect completed the form, the lead went straight to Crestwood. No batching. No end-of-week drops. Same-day follow-up, every time.

Results

Beyond the numbers, the campaign left Crestwood with something durable: reusable assets, a dialed-in audience profile, and a lead gen process they can repeat.

40 leads

Delivered

All BANT-qualified, all on-ICP

6 days

To 1st Lead

Pipeline started before week one ended

100%

On Target

Every lead matched location, industry, size & persona

KEY LESSONS

Scaling Content Syndication Performance

- ! **ICP precision matters, but so does flexibility.** Start tight, then let real engagement data guide adjustments. The best campaigns evolve.
- ! **BANT data is a sales asset, not just a filter.** Knowing a prospect's timeline and top pain point before the first call changes everything.
- ! **Speed wins.** The gap between form submission and first contact is where leads die. Wire up instant delivery from the start.
- ! **One touchpoint isn't enough.** Have your follow-up sequence ready before leads arrive. Multi-channel, 2–4 weeks, consistent value.



CASE STUDY

Scaling Content Syndication Performance

MACRO

Hear It From Our Client

"Macro has been a strong extension of our lean internal marketing team. They start by getting clear on goals, then translate that into a practical plan with clear priorities and momentum. We get a roadmap our team can actually follow — not a deck full of recommendations no one acts on. We're executing faster, seeing stronger lead flow, and our digital presence is more consistent than it's ever been."

Stephanie McColly
CMO, Crestwood
Associates



Want Leads That Are Actually Ready For Sales?

Do you feel like your partner network has more potential than your current program can reach? Contact us for an intro call, and let's explore how Macro's concierge services can help your partner marketing get there.

[EXPLORE WORKING TOGETHER](#)

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