

CASE STUDY — HL.MKT

How We Built a Growth Engine That Generated 80% of New Business Revenue

The Client

Nearshore Staffing & Outsourcing Company (BPO) based in El Salvador.

Project:

Generate qualified leads and new business opportunities in the United States.

The Challenge

Compete against lower-cost outsourcing providers while generating trust and demand in the U.S. market without a local office or sales presence.

Target Market

- Real Estate Firms
- Law Firms
- Accounting Firms
- Marketing Agencies

Strategy

Built and optimized a multi-channel customer acquisition system combining paid media, organic search, referral partnerships, marketing automation, and sales alignment.

CASE STUDY — HL.MKT

Investment

≈\$12,000 USD/month in advertising budget in Google Ads.

Role:

Owned strategy, execution, optimization, reporting, and lead generation across the entire funnel.

Results:

- Marketing generated approximately 80% of new business revenue.
- Delivered a consistent pipeline of qualified leads.
- Supported 35% average annual revenue growth.

Business Impact

Marketing evolved from a support function into the company's primary customer acquisition engine, generating ≈80% of new business revenue and supporting sustained growth in the U.S. market.

Let's talk

Héctor Linares

Cel: 76817919

Email: hector@hl-mkt.com