

# Quelfire - 'Because it's your job to know' campaign

Using thought leadership and years of technical experience coupled with SLG's advice and consultancy on campaign execution, the "Because it's your job to know" campaign has smashed all expectations on marketing and sales qualified leads (MQLs and SQLs), delivering 'bang for buck' in a way that few campaigns have.

Using compelling gated content as the hook, SLG exceeded the expected downloads of Quelfire's white paper, and consequently leading to a more-than-favourable number of CPDs being delivered to one of the construction sectors key Tier1 contractors. Moreover, the not insignificant amount of conversions (to the tune of 80) generated in the past five-months have cemented Quelfire as a leader within the industry, with plenty of huge opportunities in pipeline.

**700+**

white paper downloads, delivering **250%** beyond expectations.

**200%**

increase in CPD sessions.

**31.42%**

click-through rate, far exceeding industry norms.

**£1.01**

cost per click and **£46** cost per conversion, maximising cost-efficiency.

