

Case Study from Hyperke Growth Partners Documenting How an SEO Agency Leveraged Outbound to Sign Multiple New Cients and Achieve 50-60% Sales Conversion Rate

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Hyperke Growth Partners has published a case study documenting the implementation of its outbound lead generation system for HuskyTail Digital Marketing, a firm specializing in SEO and website design services. The study, which includes a video interview, examines the three to four-week deployment period and subsequent lead generation outcomes.

The publication includes metrics around implementation timelines, appointment show rates, and the progression from initial outreach to contract discussions. The full case study and additional client documentation can be accessed at https://www.hyperke.com/testimonials.

The case study reports that the digital marketing agency generated 10-15 qualified leads monthly through the

implemented outbound campaigns. Initial data from the engagement showed conversion rates of 50-60 percent during the first month of operation. Industry benchmarks for similar outbound campaigns typically range from 20-30 percent conversion rates, according to B2B marketing research firms.

The documented methodology employed a four-step process: offer testing, data sourcing, scaled inbox-first outreach, and human-managed follow-up protocols. The case study notes that communication between Hyperke and the client agency occurred through Slack channels, with detailed reporting provided throughout the engagement period.

"The implementation process focuses on identifying an agency's core competencies and matching them with appropriate target markets," stated Atishay Jain, founder of Hyperke Growth Partners. "By testing multiple sectors simultaneously, we can identify where response rates are strongest and allocate resources accordingly."

The study details how the partnership enabled the agency to Book 10-30 Pre-qualified sales calls for your local marketing agency every month, establishing a systematic approach to lead generation that supplemented existing referral-based business development efforts. The qualification criteria documented in the case required decision-maker involvement, alignment with ideal client profiles, and explicit interest in the service category.

Each appointment delivered met specific standards, including confirmation of decision-making authority, verification of company fit within target parameters, and documented interest in the relevant service offerings. The study notes that these qualification protocols were established during the initial setup phase and maintained throughout the engagement.

Hyperke Growth Partners reports that it has worked with over 50 digital marketing and SEO agencies, implementing similar outbound systems. The company states it delivers over 500 sales appointments and 1500+ SQLs monthly across all clients with reported client returns averaging 4.2 times investment. These figures represent internal company calculations based on client-reported revenue attribution.

The company specializes in B2B lead generation services for marketing agencies, product brands, and service businesses. Additional information about their methodology and client case studies is available at https://www.hyperke.com.

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Hyperke Growth Partners is a B2B demand generation company that offers lead generation and sales support to businesses in North America and Europe.

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