

Tech Startup Soars to 'Industry-Leader' With LinkedIn-Targeted Campaigns!

THE BACKGROUND

Quodless Technologies, a B2B & B2C SaaS startup in the thriving UAE economy is defying traditional development restrictions with customer-centric, low-code software solutions.

Although their approach is unique, efficient, and scalable,

The challenges ahead were intensified by the smaller, more competitive UAE market and unfortunate legality.

Launching social media profiles seven months after the company's takeoff,

With zero followers in the first six months,

And only a single client partnership in the last six months.

Those facts highlighted weak points in 3 key areas:

- No Online Presence
- Zero Brand Awareness
- Empty Lead Pipeline

THE WHY

The goals were simple: amplify their online reach, and attract more qualified, 'demo-ready' leads by doubling their conversion with LinkedIn Ads.

To accomplish this, Quodless Technologies identified **three distinct challenges** that needed resolving:

CHALLENGE #1 - Second-Rate Conversion

Leads should become real, paying, and lifetime clients. Without them, Quodless said this:

'Our output is NOT good. We have about 3 months in this pipeline!'

Out of 53 prospects, Quodless only managed to close 2!

That's a low, average 3% conversion.

CHALLENGE #2 - Low Code Skepticism

Convincing prospects of the power, efficiency, and reliability behind low-code solutions was a major hurdle.

Quodless Technologies understood that establishing trust and credibility within the local SaaS industry is CRUCIAL.

Unless they overcome the questionable doubt, no one will recognize them as a business partner.

CHALLENGE #3 - Misguided Buyer Persona

Before using LinkedIn as its main social platform, Quodless was aiming half-blind at its leads.

This problem was not knowing what someone shopping for software would need and want to know:

- How efficient is low-code development in integrating with existing systems?
- What makes low-code different from traditional development?
- How customizable is low-code for targeted business processes?
- What's the low-code pricing breakdown, and any hidden costs?

THE SOLUTION

Curated Content:

- Leverage content from established low-code companies like WLNC.
- Craft compelling social media captions using popular, up-to-date copywriting formats.
- Schedule curated content throughout October.

Paid Advertising:

- Design creatives resonating with unique value propositions.
- 'Masterclass' SaaS ad copy to entice viewers to click.
- Publish ads throughout October with consistent, daily analysis.

THE RESULTS

Curated Content Outcomes:

- 56% increase in brand awareness (Online & Face-to-face)
- 41 new organic followers in one week with 2 posts.
- 64% decrease in low-code hesitancy from September.

Paid Ad Campaign 30-Day Outcomes:

- Unique CTR: 3.87%
- CPL: \$8.67
- Quality leads converted: 6/65
- 30-Day Conversion Rate: 9.22%
- Impressions: 11,543