

LEAD GEN + DEMAND GEN — SOLAR PV / RENEWABLE ENERGY

How Ceiba Renewables generated £1M new business and 60% revenue increase

Senior management was pulled into sales, away from strategy. Ceiba had high inbound but limited follow-up capacity, leaving revenue on the table while leadership was stretched thin.

£1M

NEW BUSINESS IN 6 MONTHS

60%

REVENUE INCREASE

178

WEBINAR REGISTRATIONS

WHAT WE BUILT

Inbound Follow-up

Systematic follow-up process converting existing inbound leads into qualified pipeline.

Lead Generation

ICP-focused email campaigns building new pipeline beyond inbound alone.

B2C Webinar Series

178 registrations driving brand awareness and qualified leads in renewables.

Revenue Growth

60% revenue increase and £1M new business within the first six months.

"The solution provided was concise, in line with our ethos, and most importantly -- extremely successful!"

Ceiba Renewables

Leaving revenue on the table?

Let's talk about what ORRJO can do for your business.

[Book a Call →](#)