

LEAD GEN + DEMAND GEN — COMPETITIVE B2B TECHNOLOGY

How Pulsion broke through a competitive market with 146 meetings and 280 webinar registrations

Pulsion operated in a fiercely competitive market, reliant on referrals with no luck from external agencies. They needed outbound that actually worked and a way to position themselves as experts.

146

MEETINGS IN 15 MONTHS

280

WEBINAR REGISTRATIONS

200+

AI WEBINAR SIGN-UPS

WHAT WE BUILT

Outbound Strategy

ICP-focused email campaigns and SDR support delivering consistent qualified meetings.

Webinar Programme

Educational series including an AI-focused webinar generating 200+ registrations alone.

Webinar Follow-up

19 meetings booked in 4 weeks from post-webinar follow-up sequences.

Expert Positioning

Thought leadership content positioning Pulsion as the trusted voice in their space.

"Our AI ChatGPT focused webinar generated over 200 registrations! These virtual events were an ideal opportunity to position ourselves as experts."

John McGuire, MD, Pulsion

Stuck in a competitive market?

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

[Book a Call →](#)