

B2B DEMAND GENERATION

Turning recruitment-software interest into sales conversations

SYMPL | BELGIUM | JULY TO DECEMBER 2023

At sympl, the challenge was to make content contribute to a measurable sales journey rather than generate attention alone. I built buyer-led messaging, acquisition content and nurturing designed to move prospective customers toward scheduled product conversations.

16%

Increase in lead volume

12.8%

Increase in scheduled sales pitches

6 months

Demand generation engagement

THE BUSINESS

sympl was a Belgian recruitment-software business serving organizations evaluating ways to improve hiring and recruitment workflows.

MY ROLE

As a contract Demand Generation Specialist, I owned buyer research, audience messaging, content strategy and briefs, acquisition implementation, nurture and follow-up logic, and reporting on leads and scheduled pitches. The sales team managed product pitches and commercial closing.

EXPERTISE APPLIED

B2B audience research; positioning and messaging; content-led acquisition; lead generation; nurturing and follow-up; sales-handoff planning; campaign and sales-pitch reporting.

The commercial question

Recruitment-software buyers may recognize an expensive hiring problem long before they are ready for a sales pitch. Content can bring them into the business, but attention alone does not create a reliable pipeline.

The objective was to make each stage of the buyer journey lead somewhere useful: from an initial recruitment concern, to relevant information, to an identifiable lead, to nurture and an eventual conversation with sales.

How I developed the acquisition journey

Start with the buyer's recruitment problem

I researched the challenges potential customers faced and developed messages that spoke to their hiring and workflow needs. The emphasis was on the business problem buyers recognized, not simply a list of software features.

Make content part of the acquisition process

I developed content briefs and implemented demand-generation activity linked to a clear next step. Content built relevance, lead capture identified interested buyers, and continued communication helped them assess whether the software was appropriate.

Build nurturing into follow-up

I designed follow-up logic for buyers who were interested but not ready for a pitch. This kept the acquisition journey connected instead of treating every enquiry as an immediate sales opportunity.

Measure sales progression, not just engagement

I tracked lead volume alongside scheduled sales pitches. During the six-month engagement, leads increased from approximately 400 to 464 and scheduled pitches increased from approximately 160 to 180. These are rounded counts corresponding to the reported growth figures.

The outcome

Lead volume grew 16% and scheduled sales pitches grew 12.8%. The business generated more identifiable demand and more opportunities for direct sales conversations.

Because the increase in scheduled pitches was slightly smaller than lead growth, those results should not be interpreted as proof that the lead-to-pitch conversion rate improved. They establish growth in both volume measures and show why sales progression needs to be tracked alongside acquisition.