



B2B Marketing Ops & Partner Campaigns

A Strategic Case Study

Digital Marketing Analyst
B2B Strategy & Partner Marketing
COMPANY- Wissen Infotech

Focus Areas
GO-TO-MARKET STRATEGY, PARTNER MARKETING, LIFECYCLE
AUTOMATION, CAMPAIGN ANALYTICS

About the Company

Wissen Infotech is a global technology consulting firm delivering high-impact solutions to Fortune 500 clients.

- Banking solutions
- Telecom services
- Healthcare technology
- Digital transformation



My Strategic Mandate

Strategic Translation

Translated complex enterprise offerings into actionable marketing programmes.

End-to-End Execution

Managed campaigns from concept development through to performance reporting.

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Cross-Functional Collaboration

Worked with GTM, product, and partner teams to build data- informed campaigns.

Key Responsibilities & Strategic Impact

Part 1: Go-to-Market, Lifecycle & Performance

Go-To-Market Strategy

Developed GTM plans and launch sequences across channels. Increased MQL quality by 20%.

Lifecycle Marketing

Built full-funnel HubSpot workflows. Improved onboarding completion rate by 30%.

Performance Marketing

Executed targeted campaigns. Improved CTR by 15%, reduced CPL by 18%.

Highlight campaign: Partner Onboarding Flow



Problem Identified

Low engagement rates in manual partner welcome efforts



Implementation

Built in HubSpot with welcome sequence, product enablement, success stories & call scheduling



Solution Designed

Automated journey with personalized touchpoints



Optimization

Continuous refinement based on engagement metrics

+42%

Open Rate

Significant improvement in email engagement

2.3x

Faster Onboarding

Reduced time to partner productivity

-27%

Call Bookings

Increased consultation requests

Business Outcomes

Our strategic marketing initiatives delivered measurable improvements across key performance indicators:

20%

Higher MQL Quality

Through strategic GTM realignment

30%

Faster Partner Onboarding

Via automated lifecycle workflows

18%

Lower Cost Per Lead

From optimized advertising campaigns

15%

Improved Click-Through Rate

Through creative testing on LinkedIn

22%

Higher Marketing ROI

Via strategic budget reallocation

Tools & Platforms Used



Google Ads

Managed multi-region campaigns targeting banking, cloud, and analytics stakeholders.



LinkedIn

Executed targeted B2B campaigns with A/B testing of formats and messaging.



HubSpot

Built automated partner journeys and lead nurturing workflows.



Analytics

Utilised GA4, SEMrush, and custom dashboards for performance tracking.



Creative Tools

Developed marketing assets using Canva and other design platforms.



Data Tools

Created reporting systems with Google Sheets and Notion for team alignment.