

TARGET-ACCOUNT DEMAND GENERATION

CASE STUDY

Turning project expertise into qualified conversations.

SHAWAL SHABBIR

Senior Marketing Executive

THE CHALLENGE

Making fit-out capabilities relevant to priority developers, hospitality groups and corporate occupiers, and turning that relevance into qualified inquiries.

HOW I ADDRESSED IT

I combined personalised capability decks and project case studies with LinkedIn outreach and Business Development-aligned email sequences. I coordinated digital, print, event and showroom activity, with monthly reporting on leads, conversions and pipeline influence.

MY CONTRIBUTION

Strategy, cross-functional coordination and hands-on marketing delivery — connected to the business objective.

Approach. Delivery. Contribution.

OVERVIEW

Target-account demand generation. Turning project expertise into qualified conversations.

PRIORITY ACCOUNTS

Focused engagement on developers, hospitality groups and corporate occupiers.

PERFORMANCE REVIEW

Tracked leads, conversions and pipeline influence across marketing activity.

PROBLEM TO SOLVE

Making fit-out capabilities relevant to priority developers, hospitality groups and corporate occupiers, and turning that relevance into qualified inquiries.

RELEVANT CONTENT

Combined capability decks and case studies with LinkedIn and BD-aligned email sequences.

RESULTS & BUSINESS CONTRIBUTION

Resume-reported outcome: 25% increase in qualified project inquiries.

Source: professional experience and resume supplied by Shawal Shabbir. Reported figures relate to the brand initiatives described; no additional results have been inferred.