



LEIGHTON O'BRIEN

Company Snapshot

Company: Leighton O'Brien

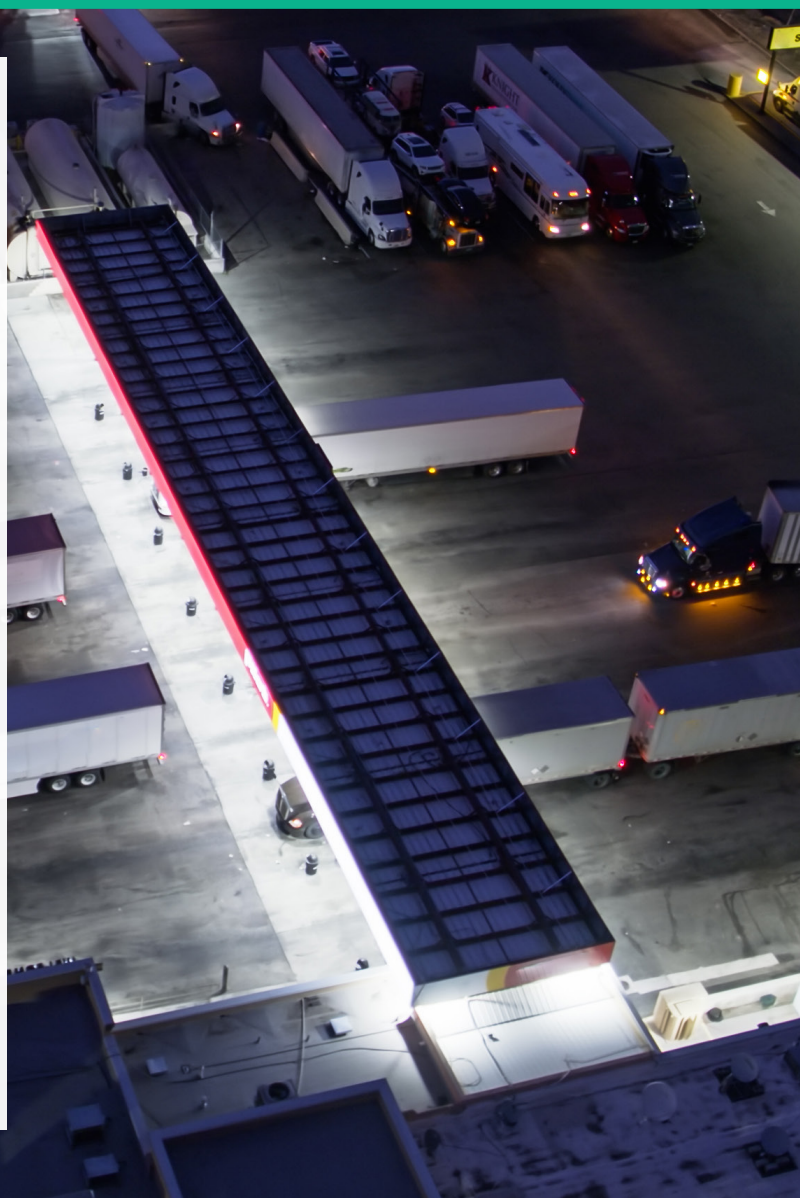
Headquarters: Melbourne, Australia

Founded: 1995

Industry: B2B SaaS - Energy (Downstream Oil and Gas): Fuel Retailers and Fleet Operators

About Leighton O'Brien

Leighton O'Brien is a leading global provider of fuel software analytics and field technologies for the retail and commercial fuel industry. With operations on four continents and partners in 34 countries, Leighton O'Brien works closely with some of the largest fuel retailers and fleet operators worldwide. The company's innovative fuel asset optimization solutions help clients maximize site compliance, equipment uptime, and profitability.



Challenge

Building on decades of success as a field services provider in Australia—and long-term partnerships with some of the largest global fuel retailers—Leighton O'Brien developed an innovative software platform with game-changing potential. The Intelligence Hub (iHUB) solution could provide users with real-time access to all key fuel management data and tools companywide, integrating disparate hardware, software, and sites to enable confident decision-making and optimize profits.

The company saw iHUB sales in the North American market as a strategic priority to achieve its aggressive growth goals. Despite its impressive history and breakthrough solution, however, Leighton O'Brien had relatively little brand recognition in North America. In addition, the company had long relied on traditional marketing such as industry events and trade publication ads, and it lacked the resources and expertise to deploy the kind of digital demand generation program necessary to target, reach, and convert prospects at scale.

Solution

In mid-2022, Leighton O'Brien partnered with Mktgen to develop and deploy end-to-end demand generation capabilities. This included defining an effective strategy, implementing and integrating a marketing automation platform and related technologies, creating relevant content assets and campaigns, launching the program, and capturing success metrics.

Marketing Technology and Marketing Automation Improvements

- Implementing HubSpot, assisting with concurrent implementation of Salesforce, and setting up bi-directional integration
- Developing a customized lead scoring model, including MQL handoff, sales follow-up processes, and SLAs
- Launching coordinated digital advertising, paid social promotions, and organic social campaigns to drive awareness and engagement
- Creating a multi-touch, automated email nurture campaign to deepen engagement and drive conversion
- Configuring custom dashboards and reporting to deliver real-time oversight and success metrics for leadership, sales, and marketing teams

Content and Campaigns to Feed the New Demand Generation/Automation Engine

- Leveraging a proprietary analysis by internal SMEs to create an eBook with unprecedented, valuable industry insights
- Developing additional content assets for various stages of the customer journey, including industry infographics, client case studies, and product collateral
- Creating coordinated email, digital ad campaign, and social content to drive awareness and engagement among target prospects
- Establishing dedicated, conversion-optimized landing pages to deliver a compelling user experience and accelerate the sales cycle

Business Impact

Despite launching its demand generation campaign on a limited scale shortly before the winter holidays, Leighton O'Brien immediately began seeing activity and scoring engagement across all of its digital platforms. Within days, numerous prospects had engaged sufficiently to become MQLs and be handed off to Sales for personalized outreach. Effective targeting and scoring ensured the MQLs represented valuable opportunities, often via high-level contacts at large companies in the target market. The ebook also created a stir in the industry, generating positive buzz and raising the company's profile.

Although expectations were high for a wider rollout of the demand generation program in the new year, full implementation was delayed while leadership prepared for a sale of the company. As announced in Q3 2023, Titan Cloud, a U.S. industry leader with active solutions in 85,000 facilities, acquired Leighton O'Brien, positioning the combined enterprise for accelerated expansion in North America and worldwide, as well as ongoing technology innovation.

*"Thank you for your **dedication, expertise, patience, professionalism and belief** in LOB to get us to this very exciting point. It's honestly been one of the most satisfying projects of my career."*

Sally Locke
Head of Marketing, Leighton O'Brien

*"For the first time, marketing is at the forefront of what LOB is doing, and I am genuinely proud... I have no doubt in my mind this is going to be successful and **the start of a new lead generation culture in the business.**"*

Chris Cooper
CEO, Leighton O'Brien



Get in touch! Mktgen.com | grow@mktgen.com | (512) 337-2314