



Compete in an oligopoly B2B telecom market  
And x4 lead generation

## THE CLIENT

### Unite Communications

A Canadian telecommunications provider meeting unique business needs for over 20 years. Unite Communications is offers small businesses cutting edge technology at competitive prices. Unite Communications has been one of Canada's Top Growing Companies 3 years in a row.

### The Challenge

Canadian businesses were unaware of alternatives to Bell, Rogers and Telus. Unite Communications approached BrandPilotAi to help promote their superior solution for small businesses. The biggest challenge was finding a way to compete with big marketing budgets to generate leads.

### The Objective

Unite Communications wanted to raise brand and product awareness and generate leads using a social first strategy.

## THE SOLUTION

### The Process

BrandPilotAi recruited influencers to create content that speaks to small businesses and addresses the lack of alternatives in the Canadian telecom market. The best performing organic content was used in paid ads on Google and LinkedIn. The campaign directed users to Unite Communication's landing page and retargeted them after their first visit.

### The Results

The three month campaign led to 471,000 impressions across 4 social media platforms, gathering 3,942 clicks with an above average click through rate (CTR) of 2.5%. BrandPilotAi 4X the number of leads per month compared to Unite Communications' static ad campaigns.

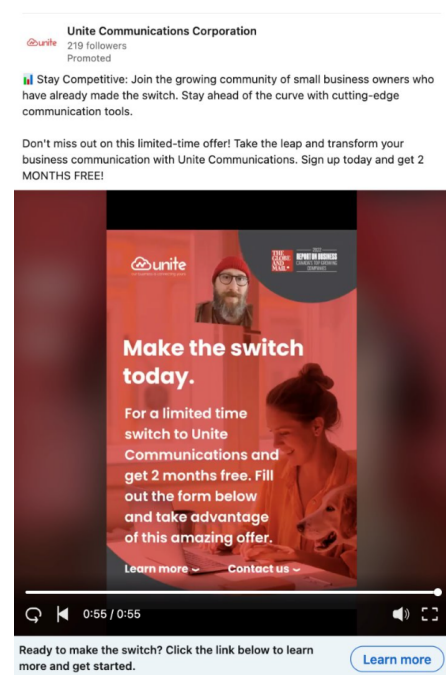
## AT A GLANCE

### Challenges

- Brand & product awareness
- Lead generation

### Benefits:

- Quality, affordable video content utilized in paid ads
- 4x leads / month



**SCHEDULE CALL NOW!**

josh@brandpilot.ai