

FireDNA Cut Cost Per Lead by 94%

With Entrepreneur Lifestyle's LinkedIn Growth System

Introduction

FireDNA provides software solutions for compliance management, focusing on industries such as construction, property management, or fire safety.



2,711 LEADS GENERATED

94% COST PER LEAD REDUCTION

3x EFFICIENCY INCREASE

The Challenge



Inefficient Lead Generation

FireDNA was juggling multiple channels, resulting in wasted effort and minimal return on investment. They lacked clarity on which channels provided real value.



High Cost Per Lead

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Unstructured Processes

Marketing efforts were scattered, and the team didn't have the right tools or systems in place to streamline their operations.



Underutilisation of LinkedIn

They were only using about 10% of LinkedIn's capabilities, missing opportunities for growth and engagement.

The Solution

We helped FireDNA stop spreading their efforts across every marketing channel under the sun and focus on what was actually working. By introducing **sharper LinkedIn strategies**, better **audience targeting and the right automations**, their team could reach more qualified prospects without creating more manual work. We also upskilled the team on the systems behind it, so lead generation became clearer, more efficient and far less messy.



Results and Benefits



Improved Lead Quality

Leads were now relevant, engaged, and within their target area, leading to smoother follow-ups and conversions.



Increased Marketing Efficiency

Their marketing and lead generation efforts became 2-3 times more efficient, with processes refined to handle an increased volume of leads.



Exceeded Expectations

The quality and volume of leads surpassed initial goals, and the business now faced the “good problem” of having too many leads to manage.



Pipeline Growth

Achieved a consistent flow of high-quality leads, creating a new challenge of managing lead volume and hiring additional staff.

The Journey

On day one, FireDNA were paying over £100 per lead from cold, low-engagement activity. In their words, they were throwing everything at the wall and hoping something would stick, with no clear direction or reliable results. **Within the first three months, that cost dropped to £30–£40 per lead**, but more importantly, the leads were far more engaged and sat precisely within their target market. **By months four to nine, the cost per lead had fallen to around £6, with warm, qualified prospects coming through consistently.** The shift gave them a clearer, more scalable system that they described as transformational, eye-opening and worthwhile for anyone serious about growing their business.



“The quality and volume of leads we’re generating **have far exceeded my expectations**. Every lead feels purposeful, relevant and impactful. It’s been a journey of clarity, efficiency and growth.”

Tony Millen | FireDNA

[View Detailed Case Study](#)



Want Predictable B2B Lead Generation?

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