

# Framr Media Generated 155 Leads in 3 Months with Entrepreneur Lifestyle

## Introduction

Framr Media is a thought leadership agency that helps leaders build authority through story-led media and signature podcast style content. Its focus is strategic personal branding for high level executives and entrepreneurs.

FRAMR  
MEDIA

155

LEADS GENERATED

£11.71

COST PER LEAD

£30k

PIPELINE VALUE

## Key Areas of Struggle



### Uncertain LinkedIn Fit

A niche, premium offer raised real doubts about whether LinkedIn could attract the right people rather than the wrong kind of noise.



### Spammy Outreach Risk

Any approach had to match her brand and the calibre of clients she serves, never pushy, generic, or off-brand.



### Unclear Positioning

The messaging needed sharpening to speak directly to the ideal clients she wanted to attract.



### Inconsistent Lead Flow

She wanted predictability in pipeline, so she could focus on the work without wondering where the next lead would come from.



## The Solution

When Framr Media came to us, Angelee had a niche, premium offer but **no predictable way to attract the right clients on LinkedIn**, plus some uncertainty about whether it would even work for her type of service.

We started by **refining her positioning and messaging** to reflect her brand values, then **built brand-aligned LinkedIn campaigns** designed to feel authentic and premium. Thought leadership video ads built visibility and trust, while a structured lead generation system kept opportunities flowing in.

Over **three months**, the campaigns generated **155 leads at just £11.71 each** and around **£30,000 in pipeline value**, alongside sharper positioning and renewed confidence.

## Results and Benefits



### Steady Lead Flow

155 qualified leads generated over three months, giving a consistent inbound pipeline.



### Low Cost Per Lead

An average of £11.71 per lead, with the best campaign reaching £7.85.



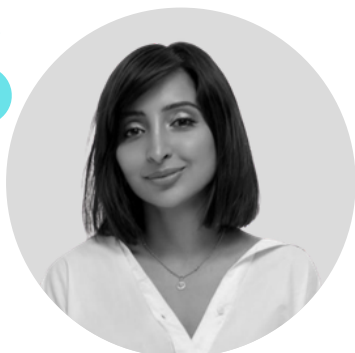
### £30k Pipeline

Around £30,000 in pipeline value built within the first three months.



### Sharper Positioning

Refined messaging and offer, plus renewed clarity and confidence around her brand.



“Brilliant decision to work with Ben and his team. Not only am I getting **consistent, high-quality leads**, but I’ve gained **unexpected clarity around my offer**, and the **right leads are coming in steadily**.”

Angelee Sidar | Framr Media

[View Detailed Case Study](#)



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