



FirePower Capital is a Canadian corporate lender and investment bank, serving owner-operated mid-sized private businesses.

HQ: Toronto, Ontario  
Employees: 25+

## FirePower Capital Grows Deal Volume and Prospect Engagement with Salesforce

### GOALS

1. Generate more leads and deal opportunities for the origination (sales) team
2. Accelerate the origination cycle with engaging content and campaigns
3. Systematically measure the ROI of marketing initiatives



### SOLUTION: MARKETING AUTOMATION

- **Nurturing Campaigns:** Nurture prospects over time with automated email drip campaigns
- **Engage:** Empower origination team to connect with leads early, often, and effectively with a real-time feed of prospect engagement
- **Reporting:** Calculate ROI and benchmark across channels to prioritize origination's activities



### IMPACT

- **Pipeline growth**, with a steady flow of high-quality leads from digital channels
- **Faster time to close**, at higher rates, as the brand is kept top of mind with engaging content
- Objectively measure and **optimize marketing efforts** based on revenue and pipeline impact



**+800% Website Traffic**



**+318% Content Engagement**



“ With Salesforce we’ve generated more leads, improved our close rates, and made our origination team more productive. ”

Ilan Jacobson, Founding Partner and CEO