



CREATING PHENOMENA

▽ CASE STUDY

BPM.

Two years rebuilding a Top 200 firm's content engine — marketing-sourced pipeline grew from **\$10M to \$20M+** alongside it.

Two Years, One Content Strategy, and Assets Built to Sell

We started by building BPM a real content strategy, one tied to what buyers were actually searching for, not just a calendar of topics partners wanted to write about.

From there, we built the infrastructure to run it: a full AI content system with prompt libraries and editorial guardrails, a content brief SOP, and hands-on training that took BPM's own team from no AI fluency to running the system themselves.

We layered lead-generation content on top, built around specific practice areas and partners, and a GEO strategy to keep BPM visible as buyers start searching in places like ChatGPT and Gemini instead of Google.

CLIENT

BPM, a Top 200 U.S. accounting and advisory firm

ENGAGEMENT

2023–2025+

DELIVERED BY

Winsome Marketing

▽ THE RESULTS

Results? 65 Leads in One Month, 18 of Them Organic, 3 Straight From AI Search

65

INBOUND LEADS IN ONE MONTH

51

QUALIFIED BY BUSINESS DEV

17

ACTIVE OPPORTUNITIES

9 → 18

Organic qualified leads, Feb → Apr 2025

3

Qualified leads straight from AI search

\$3M

Further opportunity sitting in organic

CHATGPT

GEMINI

ZERO PAID SPEND

In a single month, 65 inbound leads came in, 51 were qualified by business development, and 17 converted into active opportunities.

Organic and paid content now produce the majority of BPM's qualified leads — organic alone grew from 9 qualified leads in February 2025 to 18 in April 2025, alongside 13 from paid. Three qualified leads came directly from ChatGPT and Gemini in a two-week span, with zero paid spend behind them — the GEO strategy converting exactly as designed.

Specific wins stacked up across practice areas: A tax abatement article written a year earlier closed an organic lead directly with a partner, proof that the right evergreen piece keeps working long after it's published. BPM also landed its first-ever organic family office lead by ranking for **"family office services."** Dedicated content and paid search around due diligence, QOE, and valuation produced BPM's first lead in that category. The team identified a further \$3M opportunity sitting in organic alone.

Speed became its own advantage. One article — an 8-minute interview, drafted in Claude in 10 minutes — could be published with zero edits.

A \$10M to \$20M+ Pipeline, and a System That Works

\$10M → \$20M+

DOUBLED IN 2025

MARKETING-SOURCED
PIPELINE OPPORTUNITIES

In 2025, BPM's marketing-sourced pipeline opportunities doubled, from \$10M to more than \$20M. Collectively, business development, partner relationships, and market conditions all move a pipeline that size. What we built is the content and search infrastructure sitting underneath a meaningful share of it: the leads with a traceable path back to an article, a solution center, or a search result that didn't exist two years ago.

Building the AI workflow, strategy, and website infrastructure to catch buyers at the moment they're deciding what to do next turned content from a backlog into a channel that BPM's team can see, measure, and run themselves.

Content Alone Doesn't Build Pipeline: *A System Does*

BPM had no shortage of content, only a shortage of anything connecting it to the buyers already out there searching. Once the strategy and the system caught up to the writing, the pipeline followed.

In your firm, could the same thing be waiting to happen?

Talk to Winsome about that >

START A CONVERSATION >

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