

How Rensa Filtration Built Customer Trust, Enabled Sales, and **Drove 80% of Campaign Leads** from a Strategic E-book



THE CLIENT: RENSA FILTRATION

Rensa Filtration is a leading designer, manufacturer, and distributor of highly engineered, consumable air filtration solutions that protect people and systems in critical environments. The company manufactures over 12 million filters annually and serves specialized industries, such as data centers, healthcare, and cleanrooms. With over 42,000 products in its catalogue and custom-engineered options, Rensa can build a filtration solution for nearly any application.



THE GOAL:

Equip Sales with Buyer-Focused Content That Helps Build Trust, Support Confident Decisions, and Drive Revenue

Rensa recognized the need to invest more in marketing to support its sales efforts and engage customers. Leadership had one clear objective: to empower sales with the right content to drive revenue and accelerate customer decision-making. To achieve this, they needed a foundational content bank that would help sales teams guide buyers toward confident, informed decisions.



THE SOLUTION:

Empower the Sales Team with Strategic Content

When John Fung joined Rensa as VP of Marketing, he made it his priority to equip the sales team with content that helps them nurture and convert leads. Being a strong advocate of the buyer's journey, John championed a shift from chasing lead volume to creating strategic buyer-focused content.

To bring this vision to life, John knew he needed outside support. With a small team and ambitious goals, he looked for freelancers who could simplify complex technical concepts and collaborate closely with Rensa's sales team.

“Our marketing department was a team of two. I have some copywriting experience, but I'm certainly not an expert. So, we needed somebody,” John said.

He found Rachel Sparacio-Foster on LinkedIn and was drawn to her deep expertise in B2B tech copywriting. With many years of experience, Rachel had built a reputation for quickly ramping up on complex products, asking strategic questions, and delivering first drafts that required minimal editing. Her strategy-first mindset and ability to align marketing content with sales conversations stood out in a field crowded with generalist writers.

John first hired Rachel to write a product brochure. The piece was an instant success, thanks to her ability to translate technical content into clear, persuasive business language. Impressed, John expanded her role to include technical guides and website copy.

As John explained, “We've been really surprised by how quickly and how well she picked up on what we do—our customers, our products, and a very complex industry overall. If you want another brain to think beyond copywriting, Rachel is a great mind to have as an extended member of your team who can dive into really complex topics.”

SALES CONTENT CHECKUP:

Uncover Content Gaps and Opportunities to Engage Customers

As Rensa's marketing team built out their content foundation, John realized they needed candid input from the sales team to ensure their efforts hit the mark. He brought in Rachel as a neutral third party to do a [Sales Content Checkup](#). She co-led interviews with sales reps—giving them space to share honest feedback on customer conversations, objections, and pain points.

“Rachel was instrumental in helping us do interviews with salespeople to understand the industries that she was building content for and our products,”

John said.

“She earned our sales team's trust, helping them open up and be willing to share additional insights for other projects—she truly became one of us.”



The interviews revealed valuable insights into how sales conversations unfolded, where reps lacked content support, and what materials helped move deals forward. Based on these findings, Rachel delivered a clear report highlighting content gaps, quick wins, and strategic topics that would motivate leads to partner with Rensa.

John recalls:

“Rachel was proactive in helping us identify topics that would resonate with our customers. Everything she recommended is either in the pipeline or recently created.”

The Sales Content Checkup did more than surface gaps—it gave both teams a shared view of what customers needed at every stage of the buying journey.

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As John said, “Working with Rachel on our sales content assessment was a game-changer. She asked thoughtful, trust-building questions of our sales team and uncovered insights in a way that felt natural and open. Having her third-party perspective helped marketing truly understand our sales process, pain points, and opportunities. In our complex, relationship-driven industry, Rachel’s work bridged marketing and sales, aligning both teams on common ground and elevating our collaboration to work more cohesively together—with the ultimate goal of generating and converting more leads.”

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One of the key projects identified during the Sales Content Checkup was an eBook on air filtration for commercial and public buildings. The eBook educated facility managers and building owners on how to select the right filtration solutions for their environments — helping them make confident, informed purchasing decisions.

RESULTS: DRIVE LEADS AND SALES-MARKETING ALIGNMENT

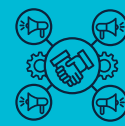


The results spoke for themselves. When Rensa tested two options—a video download and the guide Rachel created—the eBook pulled in nearly 80% of campaign leads.

But the value extended well beyond a single asset. The impact of Rachel’s contributions was felt across teams

These results clearly show the impact of Rachel’s work—from boosting campaign leads to strengthening collaboration between sales and marketing. But, for Rensa, the biggest takeaway was finding a partner they could rely on not just for quick projects, but for ongoing strategic support.

As John noted, “Rachel is a partner, not just a freelancer, that we can bring in ad hoc on rush projects. She can help uncover gaps that we weren’t thinking about and identify opportunities we hadn’t considered.”



Impact on the Marketing Team

Repurposed eBook sections into one-pagers for sales reps, breaking down silos and collaborating more closely with sales on content strategy.



As John shared, “We use the eBook in a bunch of other ways, like newsletters, and it captured nearly 80% of our leads in a paid media campaign.”



Impact on the Sales Team

Used the eBook as a powerful tool in conversations, helping them build trust and credibility with customers. Just as important, the broader Sales Content Checkup process—and marketing’s follow-through on delivering the requested assets—encouraged sales reps to share more insights with marketing, strengthening collaboration and shaping future content efforts.

WANT SIMILAR RESULTS?

Check out Rachel's [Sales Content Checkup](#) service if you need strategic content that empowers your sales team to win more business.

You can also [Contact Rachel](#) if you need B2B copy that engages technical and business buyers.

