A $18K campaign that made business owner impossible to ignore.

How iBox used one simple creative mechanism to generate reach, leads, subscriptions and long-term value without outspending the category.

April–June 2026 | $18K total budget | 5M+ reach | 100 subscriptions

ibox.io

Low budget did not mean small ambition.

The campaign had to relaunch iBox, activate trade-business owners and contribute to the Q2 sales target with a total budget under the category limit.

$18K	$10K	$8K	3	650M
total campaign budget	production for three films	media spend	films for three segments	UZS potential 12-month value

Turn a limited budget into visible business demand.

iBox had launched a new tariff matrix for different trade-business segments. The campaign had to make those segments notice, understand and try the product in Q2.

Under $20K
The campaign had to qualify as low budget while still looking credible for a B2B software brand.

No influencer dependency
The idea had to work without buying attention through a big celebrity or influencer face.

Measurable output
Not just awareness. Leads, SQLs, subscriptions and recurring value had to prove efficiency.

We could not buy our way into attention. We had to earn it.

In a technical B2B category, more media usually means more explanation. We needed a creative shortcut people would understand immediately.

Small media
Only $8K was available for paid distribution.

Complex product
Trade automation is not an impulse product.

High target
The Q2 goal was 100 new paid subscriptions.

The cheapest media advantage was a pain owners already knew.

Client conversations and sales-team observations showed that owners valued iBox not only for reports or stock control, but for the calm that comes when the business can run without constant personal checking.

Lost time
Owners could not leave cash, stock or reports alone.

Real life tension
The business interrupted rest, family and growth plans.

Simple promise
Systemize your business. Spend your time on what matters.

One idea was stretched across three owner realities.

The campaign did not need three different concepts. One dramatic mechanism was adapted to retail, store-chain and wholesale owners.

Retail | Store chain | Wholesale

"How does a business owner spend a day off?"

The question made a software problem feel personal. Every film showed the same tension: the owner wants to rest, but the business pulls him back.

Question
A hook every owner could answer emotionally.

Return
The owner comes back to cash, reports or stock.

Symbol
A cat, toy or scissors shows where he wanted to be.

Production was focused on one repeatable film language.

The idea, script logic and segment selection were developed in-house by the iBox / Sales Doctor marketing team. Production was outsourced, but the creative system stayed lean.

$8K media was supported by reposts and business-audience context.

Paid media created the first wave. Blogger reposts and Telegram distribution helped the idea travel further inside the business audience.

Reach mix

Paid	90%
Organic	5%
Reposts	5%

Lead sources

Meta	75%
Website	15%
Telegram	10%

The idea did not stop at the videos. It protected every lead.

With limited media, each contact mattered. The campaign connected creative attention with education, filtering and focused sales conversion.

Paid & social video
Created recognition around the owner's real time.

Telegram & website
Warmed interest with business context and product explanations.

SQL filtering
Separated relevant business owners from low-quality demand.

Sales split
SDR + Account Manager model converted leads.

Small budget. Full-funnel result.

The campaign generated attention, qualified demand and paid subscriptions in the Q2 activation window.

5M+	1,000+	32%	100	300+	650M
total reach	leads from Meta, website and Telegram	qualified by SQL rules	new paid subscriptions	minimum paid users	UZS potential 12-month value

$18K total investment turned into recurring value.

The Q2 sales created approximately 50M UZS in monthly payments. With a 13-month average customer lifetime, this equals 650M UZS in potential customer value.

50,000,000 UZS monthly payments × 13 months = 650,000,000 UZS potential value

We did not buy attention. We earned it with a precise owner pain.

iBox used a simple insight, one repeatable film mechanic and a disciplined conversion funnel to turn a $18K budget into measurable demand.

1. Resourceful
One idea adapted across three trade-business segments.

2. Efficient
Only $5K media supported by organic reposts and Telegram flow.

3. Sales-proven
100 subscriptions and 650M UZS potential value from the Q2 activation.