

How this Software Company Increased Leads by 284% with Uncommon Marketing Works





Overview


Uncommon Marketing Works began its partnership with the company behind a leading global advanced analytics software for process manufacturing organizations in 2018, becoming a key extension of their internal marketing team. Their technology helps users rapidly find and share data insights to eliminate manual process data manipulation and improve production outcomes.

Challenges

The company offers a very specific and technical product for chemical, oil & gas, pharmaceutical, food & beverage, among other process manufacturers. Many of the decision-makers in their audience have used spreadsheets to do the same job (albeit incredibly tedious and inefficient) for several generations, so they're not eager to make a switch in this process. The brand was in need of a way of getting the message across to this audience that their technology provides a more-than-worthwhile ROI without replacing the job of their Subject Matter Experts (SMEs).

Goals

-  Increase lead generation YoY
-  Increase conversion rates
-  Build and enhance relationships with value-added resellers and partners, such as AWS and Microsoft
-  Increase website traffic



“Staci is exceptionally knowledgeable and provides a high level of service and support for all of our marketing efforts. Staci and her team take on a strategic and consultative approach when working with us and have been a huge help with executing our marketing initiatives.”

Marketing Director



Strategy & Tactics

The software company already had a great marketing strategy when they hired Uncommon. At that time, they were in Series A funding and looking to expand into Series C. This required a targeted approach to their marketing efforts to ensure they were generating brand awareness, increasing leads, and increasing revenue year-over-year. Like many technology companies in the manufacturing industry, they relied heavily on trade shows, but needed to expand their digital footprint along with capitalizing their trade show efforts before and after. To strive towards these objectives, Uncommon Marketing Works help the team develop and deploy several strategies, including:

- **Pre- and post-tradeshow marketing and user group promotions**
- **Marketing automation implementation and management**
- **Account-based marketing**
- **Partner marketing**
- **Website/landing page optimizations and renovations**
- **Advertising (paid social, trade publication placements, and PPC)**
- **Email marketing**
- **Buyer persona development**
- **Content development**
 - **Worked with Analytics Engineers to regularly produce blogs, use cases, videos, news articles, press releases, and downloadable resources that engage their audience and rank for SEO**
- **Webinar marketing**
 - **Revamped the webinar promotion strategy, including LinkedIn advertising, email marketing, and organic social posting**
- **Social media strategy**
 - **Implemented brand guidelines for social media posting, utilize LinkedIn Events and engage with partners on social media**

Results

For 2021, the business achieved Series C funding with a 284% increase in leads from 2018 to 2020 during a global pandemic.

90% over the total lead goals, five months into 2021

284% increase in leads generated

1,295% increase in webinar registrants

65% increase in demo requests

4x the amount of LinkedIn followers

237% increase in website sessions

2x the amount of new users

