

Case Study

Updating Core Messaging to Increase Brand Awareness and Market Penetration

Challenges

Defining the product and developing strong messaging.

The SaaS firm had invested its time and energy in developing their product. Although the technology was in place, potential customers were not familiar with the brand. Their key product lacked clear messaging, value propositions, or marketing assets. Additionally, the firm's lack of marketing resources meant they were relying solely on referrals to generate new business, no lead generating marketing tactics were active.

Approach

Building brand awareness with new product messaging, marketing assets, and a lead generation strategy

After reviewing the state of the brand's product, messaging, assets, and overall marketing foundation, the TribalVision team recommended that we work to update the core messaging so it spoke to the platform's value in a way that would resonate with target audiences. From there we would incorporate the new messaging into a variety of assets which would be deployed in lead generation campaigns.



Approach

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Our goals with the engagement were as follows:

- Develop comprehensive core messaging complete with unique value propositions catering to key stakeholders
- Create a suite of marketing assets that clearly convey the core messaging and product differentiators
- Increase brand awareness while also driving new leads to the sales funnel

Solutions

Equipping the brand with the necessary core messaging, branded assets, and lead magnets.

The TribalVision team prioritized messaging and positioning in order to provide the brand a strong foundation for their marketing and sales efforts. During this exercise the TribalVision created a new product terminology which perfectly articulated the platform's position in potential customers' marketing stack.

This new product terminology allowed the brand to offer a message that could clearly resonate with the influencer/decision maker audiences and differentiate the platform in the marketplace. Armed with this new product terminology TribalVision was able to build a consistent and convincing brand story that spoke to key differentiators and enabled their internal team to quickly and succinctly communicate the platform's core offering.

To meet these requirements, we executed the following:

- Identified opportunities to leverage the new product terminology and core messaging
- Developed new branded content featuring the new core messaging and new product terminology
- Revamped the company's website to incorporate the new core messaging and highlight newly valuable content



Building and implementing a lead generation road map to generate new customers.

With the messaging and asset creation exercise underway TribalVision simultaneously developed a lead generation strategy, leveraging the assets created, to grow new business. This effort started with a careful audit of the current state of the firm's marketing efforts. From there we were able to develop a strategic plan.

The lead generation program we recommended incorporated the following:

- Elaborate email nurture campaigns designed to guide top-funnel prospects through to conversion
- A combination of LinkedIn's Lead Generation ads, Sponsored Content, and InMail messages to reach new top potential prospects
- Account-Based Marketing campaigns for top targets
- Paid search campaigns for high intent potential customers

Results

Equipping the brand with messaging and assets that capture attention and convey value propositions.

- Developed new core messaging, value propositions, and new product terminology
- Updated the website with consistent messaging, an improved user journey, and an enhanced design
- We saw substantial increases in web performance and engagement year-over-year:
 - Increase of ~7,000 website sessions (60% new visitors, and 40% returning visitors)
 - Page views/session increased by 16.91% to 2 pages
 - Average session length increased by 29.35% to 1 minute, 40 seconds
 - Bounce rate decreased by 15.71% to 58.57%





About TribalVision

As an outsourced marketing department for hire, TribalVision's mission is to help companies grow. This is achieved by combining intelligent strategy with tactical execution in a hands-on, results-driven manner. TribalVision utilizes its clients' marketing budgets as efficiently and intelligently as possible – ensuring that each dollar spent maximizes awareness and generates new business. TribalVision's unique marketing model is designed to fully align interests with client outcomes – guaranteeing an objective, client-first partnership. This is demonstrated in the firm's fee-based compensation structure, "roll up your sleeves" mindset, metrics-driven approach, and role as a trusted marketing resource tasked to help navigate organizations to higher grounds. To learn more about TribalVision, visit www.TribalVision.com.

