

Case Study

Bringing a SaaS Platform to Market and Building a New User Base

Challenges

Optimizing and establishing a marketing campaign for a new to market SaaS platform

Our client had a newly developed direct mail SaaS platform coming to market in a matter of months. When they engaged TribalVision, we were tasked with developing a go-to-market strategy, creating all required marketing assets, and executing the digital advertising campaigns necessary to generate 1,000 SMB customers in the first year in market, all while also establishing the brand as the efficient, easy-to-use mailing solution for small and medium-sized businesses in the US.

Approach

Increase brand awareness by meeting the needs of the target market

Before the project's start, TribalVision was tasked with conducting extensive market research focused on the target audience's purchasing behavior and overall decision making process. At the completion of the research phase, our goals were to:

- Build a messaging and branding foundation with room for future growth.
- Fully wireframe, design, develop and launch a platform-focused website with an underlying architecture fully optimized to guide a customer toward conversion.



- Develop SEO content and manage/optimize technical aspects of SEO in order to drive organic traffic to the website.
- Build a lead generation engine capable of generating 1,000 sign-ups for the program by the end of year one.
- Develop comprehensive reporting dashboards for tracking lead generation campaign results.

Solutions

Building a strong website and marketing channels for growth and lead generation

TribalVision designed and developed assets that include: video, infographics, datasheets, case studies, white papers, online profiles, and a corresponding social media calendar. We also created a bold but straightforward, easy to recognize, app-ready logo primed for app stores. We then introduced lead generation campaigns across Google Ads, LinkedIn, Facebook, App Stores, and various podcasts. We also launched a number of location-specific geofencing campaigns to further expand the reach of our lead generation efforts.

Results

Major goal achieved in 3 months with future growth in sight

With the goal of 1,000 sign-ups by the end of 2020, TribalVision was able to surpass that mark within the first three months. The website launched in June, and with the release of marketing channels by July we further boosted brand awareness and sign ups. To date, the TribalVision team has generated 4,310 total sign ups.



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.

