Case Study

Generating marketing-sourced revenue for the first time in company history.

Industry: Agency working with clients in Life Sciences, Finance, and Consumer Goods

Target Audience: Marketing, Sales, Finance, and Leadership

Executive Summary

With minimal budget, a lack of organizational focus, and no dedicated resourcing, Anna-Claire built a complete demand generation program. The program included everything from ICP and persona definitions to reporting infrastructure and sales process alignment. Within one year the results speak for themselves.

↑ **76% increase in total number of qualified leads.**

↑ **50% of total opportunity pipeline sourced by marketing.**

↑ **$3m client generated from a single LinkedIn campaign.**

Introduction

Anna-Claire was brought into a marketing agency to rebuild and expand the company's demand generation program.

The rebuild involved evaluating and developing ICPs, personas, buying journey, content strategy, engagement channel strategy, website user experience, email nurture flows, tech stack architecture, lead management processes, sales and marketing alignment, and ROI reporting structure.

Anna-Claire managed the entire project and worked cross-functionally with executive leadership, sales, tech, and data science teams. The project took one year and resulted in new logos sourced and revenue generated from the marketing program for the first time in company history.

Objectives

The key objectives of the project included:

1. Analyze current consumer behavior and buying motivations.	2. Identify most effective techniques for consumer acquisition.	3. Build a sustainable demand generation program with limited resources.	4. Generate net-new opportunity pipeline and closed-won revenue.
Deliverable: Built ICP, personas, and documented buyer journey for the entire buying committee.	*Deliverable:* Both content and engagement channel models tied back to the buyer journey.	*Deliverable:* Build and orchestrate systems connectivity including lead scoring, lead routing, etc.	*Deliverable:* Responsible for generating up to 50% of net-new pipeline. **Goal achieved.**

Unique Challenges

The company was consulting others on how to build perpetual demand generation programs, and knew that its own demand generation engine had the potential to generate revenue, but was frustrated that it wasn't seeing results.

The issue was compounded by dirty data and lack of resources. Years of a haphazard program had populated Salesforce and Tableau with mountains of bad data. Additionally, fixing the demand generation engine wasn't a priority across the organization and so the program was rightfully perceived as a cost center as opposed to a revenue generator. Resources were spread thinly and there was no centralized leader to bring the vision to life.

Methodology

Time Period	12 months from beginning the rebuild to closed-won revenue.
Tools Used	Marketo, Wordpress, Salesforce, Tableau.
Stage One: User Research	User research was conducted to adjust target personas and understand buyers' motivations and needs. Led the conduction of surveys, focus groups, interviews, and secondary data analysis.
Stage Two: Content	A content strategy was developed to target each buyer group at every stage in the buying cycle, including early interest to open opportunity. The result of this content strategy was that **more than 100 pieces of net-new content were created** within several months.
Stage Three: Engagement Channels	The most effective channel for this client was LinkedIn advertising. Google Ads, retargeting, display, website and partnerships were also leveraged. Additionally, the website was redesigned, rewritten, and rebuilt using WordPress to create a cohesive user experience and serve as a primary channel for lead capture and nurture.
Step Four: Sales Alignment	Achieved alignment on lead stage definitions, lead qualification criteria, lead scoring, lead follow-up processes, and lead dispositioning steps.
Step Five: Reporting	Built a robust reporting framework in Tableau with the help of the Data Science team. Instituted quarterly data reviews and consistently presented findings to the leadership team.

Data and Results

Within one year and limited channel budget, this demand generation program generated:

↑ **76% increase in total number of qualified leads.**

↑ **50% of total opportunity pipeline sourced by marketing.**

↑ **$3m client generated from a single LinkedIn campaign.**

The first ever closed-won revenue generated by marketing