

# Case Study

## Transitioning marketing from cost-center to revenue-driver.



Industry: SaaS and Ecommerce

Target Audience: Marketing, Sales, Operations, Owners



### Executive Summary

This project kicked off with one goal: to transition marketing from an unprofitable cost-center to a revenue driving machine.

The foundation was in worse shape than anticipated, and work began re-establishing ICPs, personas, and GTM strategy. From there, a strong content model and accurate audience targeting enabled powerful engagement channels. The program realized impressive results, including:

↓ Reduced Cost per Qualified Lead from an unprofitable ~\$5,000 to \$82

↓ Reduced Cost per Lead to as low as \$11.33 by introducing a new engagement channel (Meta)

↑ Achieved Q1 2025 marketing-generated pipeline targets within only one month of ad spend

## Introduction

Anna-Claire entered as a interim leader in a time of transition for this company. Marketing had historically operated as an unprofitable cost-center focused primarily on brand building goals. However, the company's next stage of growth was dependent on marketing generating significant inbound pipeline.

The project included discovering and documenting ICP and personas, buyer journeys, and buying committees. It also included establishing messaging pillars, content strategy, and a sustainable engagement channel strategy to make sure the existing marketing team of seven people was maximizing impact and producing content efficiently.

The immediate goal was to replace any unprofitable marketing initiatives with profitable alternatives. That goal was achieved and surpassed within two months.

## Objectives

The key objectives of the project included:

1. Identify and document ICP and personas.	2. Identify and execute profitable lead acquisition channels.	3. Build a sustainable content production model.	4. Reposition the marketing organization as revenue-drivers.
<i>Deliverable:</i> Conduct internal research to segment buyers and document their pain points. Connected back to product solution.	<i>Deliverable:</i> Built and executed channel testing framework for three new channels to reduce cost-per-lead. <b>Goal achieved.</b>	<i>Deliverable:</i> Full funnel content model targeting four primary pain points and one buying group.	<i>Deliverable:</i> Identify and report on key metrics that demonstrated impact on pipeline - not just brand awareness.

## Unique Challenges

The most unique challenge facing this product was a lack of alignment regarding the buyer. While their pain points and needs were clearly identifiable, they did not always match cleanly with how product features were showcased. Aligning Product with Marketing was a key component of success and came to fruition only after a messaging framework was documented. Furthermore, marketing had the unique challenge of proving that it could generate qualified leads to a sales team that had lost trust.

## Methodology

<b>Time Period</b>	4 months to build the foundation and 3 months of executing new campaigns.
<b>Tools Used</b>	Hubspot, Wordpress, Salesforce, Looker Studio
<b>Stage One: User Research</b>	Internal user research was conducted to identify target personas and understand buyers' motivations and needs. This research had never been conducted internally and findings were documented into a buyer journey and shared with Sales and Product.
<b>Stage Two: Content</b>	A content strategy addressing four core pain points across five buying stages was built, with about <b>75 pieces of content</b> planned in total. With a large existing content production team, this step was crucial to maximize productivity and impact.
<b>Stage Three: Engagement Channels</b>	The most effective channels for this client were LinkedIn and Meta. LinkedIn remained a higher cost but better channel for generating qualified leads, while Meta generated leads as low as \$11.33. Additional channels used include Google Ad, Reddit, and events.

## Data and Results

Within two months of new campaign launches this demand generation program generated:

- ↓ **Reduced Cost per Qualified Lead from an unprofitable ~\$5,000 to \$82**
- ↓ **Reduced Cost per Lead to as low as \$11.33 by introducing a new engagement channel (Meta)**
- ↑ **Achieved Q1 2025 marketing-generated pipeline targets within only one month of ad spend**