

A quick case study on a SAAS solution provider:

The client is a software company focused on reducing the invoicing systems at small and medium businesses. They serve clients globally, with a team spread across, the India, Asia, and Africa.

Challenge

Their main goal was to understand whether Google Ads and running digital marketing campaigns was the right advertising platform for their business but to do that, they had to overcome multiple challenges. One of the challenges was high competition, which indicated to costly traffic. There were also gaps in their conversion tracking, identifying the right point of contacts, decision makers, which made it difficult to accurately assess the effectiveness of advertising efforts and understand lead quality. In addition, the search dimensions for their product was relatively low, which made it challenging to attract potential customers.

Solution

To address the challenges the client was facing, we first implemented manual lead generation concept. This helped us understand which campaigns were effective and which not, and also allowed us to track the right point of contact for their solutions and understand whether they are interested in it. Even if a lead did not become a paying customer until six months later, we could see the connection and attribute it to the campaign that generated the lead.

Additionally, we reorganized our manual campaigns which could double the lead numbers and they could get 5 to 8 quality leads every month.

These campaigns mainly benefits and unique selling points of the product and allowed us to target decision makers and the relevant industries. Even though the prospect has not an immediate requirement, they could touch base in every quarter with the new offerings.

Results

We generated 28 plus leads in total out of first 3 months and 5 leads were converted into paying customers, bringing four-digit monthly recurring revenue. The use of manual database generation has reduced their costs in datamining, content writing and campaign launch, our implementation of manual lead generation approach greatly enhanced the quality of our leads.