Case Study

Reach 136% of Base Revenue Goal with a Final End-Of-Year Promotional Campaign

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PROFILE

NAME : Ryan Axford
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Founder, Nurturelabs

Ryan is the founder and Principal Automation and Optimization Consultant at Nurturelabs. Over the last several years he has been the face behind lead generation programs driving triple digit results for various software companies. He has experience managing the optimization of the content lifecycle, landing pages, and automation platforms both large and small.

Ryan has written Pardot trainings, and has most recently worked with clients including the University of California and HPE Software, as well as clients across SaaS, Services, and Technology Hardware.

Ryan's strategic approaches have grown databases 3x using content creation and targeted demand and lead generations campaigns. His success has been supported by the design of successful webinars, eBooks, blogs, drip campaigns and other online marketing programs.

In 2016 he helped to drive $7.77 Billion in sales for his largest client's Software and Enterprise Marketing divisions. In 2017, Ryan helped his clients increase conversions, demos, opportunities, and new customers – all in triple digit gains.

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PROBLEM

SmartBear Software had a lofty growth goal to reach - 130%. Ryan and his team were tasked with designing a promotional campaign to help the sales team reach that goal, if not surpass it. Ryan worked on a team of 7 extremely talented individuals who brainstormed together to come up with the campaign - one which would be done through outbound email and via the channel team.

The job was to offer promotions for many of SmartBear's products, and have secondary offers relative to each initial one. The campaign would target existing customers and prospects, and it would also be replicated in HTML emails and packaged for SmartBear's VARs as well.

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SOLUTION

The team decided on a clever campaign which would promote SmartBear's Sales Engineers. These guys were the core market. Before prospects become customers, they engage with SEs. Thus, most of those that would purchase in Q4 would end up on a call or demo with the same guys featured in the promo. Good way to start a conversation?

The team photographed the engineers and recorded video of them announcing the deals. The videos were interactive and cleverly designed to coordinate with the content on the landing pages. This is where Ryan came in. Ryan designed the headers and graphics for the landing pages and emails, assisted with the copy and an extensive QA process.

The emails worked as follows: The team created two emails. One was the marketing email with the video, and the second was a fake forwarded email to the sales team, letting them know about the promotion. That email suggested the rep forward it to his best clients before the rest of the world heard about it, and they'd have a head start to talk with their teams. Then, a week later, marketing sent the original email which the prospects had already been forwarded, to them again.

Monday, Nov 4 4:47 PM
Marketer forwards internal "draft" of promo email (planned to go out the following week) with personal note to sales reps.

Tuesday, Nov 5 7:28 AM
Sales reps "personally" forward internal email to prospects and customers, "leaking" the promo, giving a special early heads up before the campaign has officially launched.

Tuesday, Nov 12 8:18 AM
Prospects and customers receive "Marketing" email that sales reps had told them was coming.

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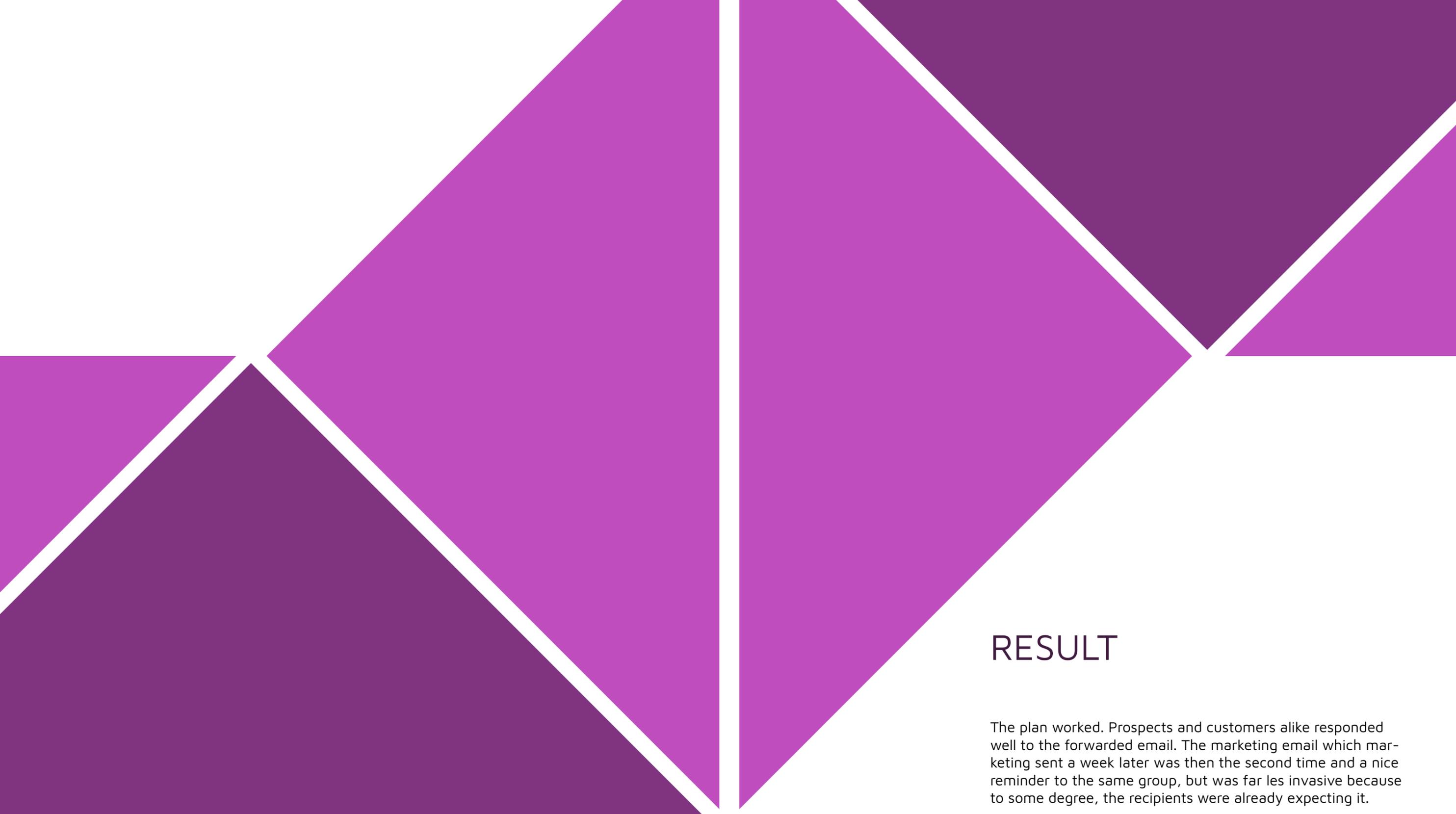
RESULT

The plan worked. Prospects and customers alike responded well to the forwarded email. The marketing email which marketing sent a week later was then the second time and a nice reminder to the same group, but was far les invasive because to some degree, the recipients were already expecting it.

At the end of the year, SmartBear hit 136% of their goal, surpassing the growth goal as well.

TESTIMONIALS

I would like to thank Ryan for everything he has done in help-ing us deploy successfully our lead nurturing campaigns. He is a very good Project Manager and he has really great expertise in anything related to Eloqua or marketing automation for that matter.

For anyone that is interested in working with him on marketing automation, I definitely recommend his skills!

- Robert Nechifor, Marketing Automation, Hewlett Packard Enterprise

Ryan is a strategic, well-rounded and thoughtful marketer, and I am very happy to have worked with him. Ryan's fo-cus was on demand generation, with a strategic approach. He worked closely with the developers to understand our customers, and I found he was very good at translating our goals into marketing objectives. I am happy to recommend him.

- Jesse Liberty, Senior Consultant, Wintellect

Ryan was a referral from a well-respected colleague and I am so glad that he decided to join the SmartBear Marketing Team. From the minute he started, Ryan worked on a brand-new marketing program to provide a video library for the flag-ship SmartBear product, Test Complete. This training library was designed in conjunction with our fabulous partner, Falafel Software, and Ryan's consistent efforts led to 100 brand-new videos, a certification exam, and a program that knocks the socks off anything else out there. Ryan researched, wrote, cre-ated, developed, posted, and did everything possible to make it a success. A long time in the making, Ryan was able to cross the finish line with this massive undertaking, delivering revenue and success to the company.

- Jeanne Hopkins, Senior Vice President and CMO, Continuum

Ryan is a great asset for any marketing team. He's the type of guy you can put on any task and he'll knock it out of the park. A true marketing generalist. He has a GREAT eye for designing effective landing pages and corresponding CTA graphics. His knowledge of social media management is far superior to anyone I've met. He took on every task at SmartBear with enthusiasm and professionalism. It was a pleasure to work with Ryan.

- Adam Barker, Founder, Spectacle Marketing

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