

Case Study: Digital Marketing Strategy for a SaaS ScaleUp

Challenge:

- Digital marketing efforts lacked a cohesive strategy, leading to inefficient campaigns and unclear focus.
- No channel-specific strategies existed to define tactics, content plans, or success metrics.
- Metrics being tracked were misaligned with business goals, making it difficult to assess performance effectively.

Solution:

- **Audit:** Conducted a thorough analysis of all digital marketing efforts, channels, and available data from the past two years.
- **Channel-Specific Strategies:** Developed detailed strategies for each primary customer-facing channel, focusing on where the ICP (Ideal Customer Profile) is most active.
- **Overarching Digital Strategy:** Created a clear, unified digital marketing strategy in line with business goals to guide all efforts.
- **Metrics Optimization:** Redefined success metrics and introduced monthly KPI performance meetings, along with annual channel performance reports, to ensure continuous improvement.

Results:

- **Increased Engagement:** Average engagement across digital channels improved, exceeding industry benchmarks.
- **Improved Conversion Rates:** Conversion rates increased by 30%, driven by more targeted and effective campaigns.
- **Channel Impact:** Identified and focused on three high-performing digital channels, driving a 40% increase in targeted account engagement and web traffic.
- **Performance Visibility:** Monthly KPI reviews and annual channel performance reports provided clear insights into campaign effectiveness, aligning efforts with business goals and objectives.

