



How DemoChimp went from 60 average monthly leads to over 480 in 6 months

What is the Problem?

DemoChimp is a sales software company that came to us when they had no content, no marketing initiative, and no one to work on anything.

What happened was a series of unfortunate errors. The campaigns were always delayed because the two founders just didn't have the time to dedicate to the marketing. In addition to this, they just weren't thrilled with the content quality because we'd recently brought on a new director of content who wasn't able to grasp their concepts.

Luckily, around the time that they were wanting to cancel, they hired a new CMO. He and our CEO had a "come to Jesus" meeting where all of the issues were laid out and the plan to address all of them was established.

Fast forward 6 months later and they went from 60 average monthly leads to over 480 in May 2015. They have exceeded their goal for leads every single month since we've refocused the campaign. And they were able to increase lead volume without spending an additional penny between Jan and June of 2015.

How did we do it?

We put marketing automation in place to nurture leads, we produced high end content with the direct involvement of their team in order to get a level of quality they were happy with. We started doing monthly webinars. We also ran email marketing campaigns to their existing list. And finally we implemented an AdWords retargeting campaign.

However, there is still so much more that can be done because they only recently finalized their Facebook and Twitter retargeting and we're now moving on to thought leadership strategies utilizing LinkedIn as the primary driver of traffic.

The lesson to learn from DemoChimp is that with the right systems and content, any campaign can be successful. Even one that's hanging on by a thread.

