

Evidence-based Marketing...

81% Increase in conversion rate

Customer Success Story

- 81% increase in conversion rate first year
- 80% of leads were qualified vs. 20% prior year



promys.com

The Client

Promys is a software company that develops professional services automation (PSA) software for information technology solution providers across North America, the UK and Australia. Promys' software addresses a problem that most IT solution providers face – how to properly track professional services hours in a system that can also coordinate complex equipment delivery and multi-layered post-sales support.

Promys was struggling with providing quality and qualified leads to the sales team. They did not know which content and conversion points were effective with prospective clients. They were lacking a digital marketing program that was strategically aligned with their sales program.

The Opportunity

Initially, Promys' marketing tactics were focused on product-centric information. After engaging Marketing CoPilot and completing the Value Proposition and Buyer Mapping exercise, they realized content on their website needed to start the buyer journey before people understood they needed software - not after they had determined features and functions. Feature and function seekers were focused on price, not value.

The homepage design and value proposition presented on the initial website was generating the wrong type of leads, and consuming valuable sales person time answering the wrong questions with the wrong audience.

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The Execution

Throughout the first year of the program, Marketing CoPilot worked with the sales team to map data mined from the website every 30 days to type of person responding on the website. The team looked at where people landed, what content they looked at and where they were converting. Major changes to the website were made every 90 days based on testing and key learnings.

The series of tested tactics included:

- Variations to the value proposition on home page tested through email marketing
- New online brochure developed as gated content
- Testing form fields to gated content to reduce friction or place friction where needed. e.g.: took away phone number field on guides but placed it in brochure downloads
- Creating various types of content that improved the buying process such as new pricing page, blogs and guides geared to business challenges, 3rd party reviews, client video testimonials and video demos

The Results

Content Testing Improves Lead Quality

After four major updates and changes to the website, Promys was able to shift the paradigm of how they were using their website in the sales process resulting in improved quantity and quality of incoming leads.

- Determined the best conversion path, content and design used by qualified leads.
- Conversion rate on the website increased by 81% in the first year
- 80% of the leads coming through the website were quality leads versus 20% the year prior
- Website experienced a 19% increase in sessions with a 11% increase in pages per session
- Identified content that engaged visitors longer (10% increase in session duration) via editorial calendar positioned for ideal prospects
- Identified external paid sources that drove better traffic to specific conversion points - helping to properly allocate budgets

“Marketing CoPilot helped us adapt to the new reality in the buying process, taught us how to build engaging content and incorporate it into an integrated Digital Marketing strategy. This has dramatically impacted our ability to engage with prospects early and effectively. By the time they talk to a sales rep, we’ve already established ourselves as a credible solution for their business problem. This transition has resulted in a dramatic increase in the volume and quality of sales leads.”

- Jim Barnet, Director Business Development, Promys

Start driving more leads and sales.
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www.marketingcopilot.com

info@marketingcopilot.com

416.850.1672