Case Study: Supplemental STEM Education SaaS Software Maker

Cost Effectively Build a Sales Lead Funnel and Facebook Community

The Opportunity

Wonderville, a Canadian supplemental STEM (science, technology, engineering, and math) education software developer and distributor, was seeking to gain access to the US K thru 8th grade school market.

The Problem

Wonderville, had a growing presence amongst the US home school market but was looking to gain access to public and private K thru 8 educational institutions. As a nonprofit entity, they had limited financial and human resources to acquire new leads amongst administrators and STEM teachers.

Solution

Wonderville chose Enov8's Intelligent Lead Generation solution and a custom Facebook STEM community to meet their needs. They gave Enov8 their target customer profile, competitors, key industry terms and topics, and a list of key education trade shows and events. Enov8 initiated an outbound email campaign and built and managed a greenfield Facebook STEM community to engage with STEM teachers and professionals.

By targeting K – 8th grade school administrators and STEM teachers who were demonstrating interest in STEM education, school trade shows and events, and Wonderville's larger more well-known competitors, Enov8 was able to cost effectively identify and engage with Wonderville's target market for both email and social media outreach.

Results

Using intelligent web crawlers, AI, marketing automation platforms, effective email and ad copy, and the custom built Facebook STEM community, Enov8 was able to identify over 1,870 teacher & administrator leads, build a community of over 5,500 followers, and reach over 200,000 uniques over the 7-month engagement.