

Case Study: Enterprise Software Maker

Build a Global Sales Lead Funnel for a Hybrid Cloud Software Maker

The Opportunity

An enterprise software maker developed a new more secure hybrid cloud solution that they wanted to introduce to the market and build both a direct and global partner sales lead funnel.

The Problem

The company was not getting the volume of sales leads through their traditional marketing channels – digital ads, search, and trade shows. In addition, it was not happy with sales from its global partner channel.

Solution

The company gave us their target customer profile, competitors, key industry terms and topics, target countries, and key social media influencers and groups.

By targeting enterprise B2B IT professionals who had demonstrated interest in secure cloud solutions, Enov8 Mobile was able to identify and deliver qualified leads in multiple countries that the company and its channel partners could engage.

Results

Enov8 delivered over 5,000 leads in 3 months in 4 countries that the company inputted into their CRM & marketing automation platform and executed outbound email campaigns.



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