



Company A

Industry: Enterprise software

Location: US

PROBLEM:

The client raised seed funding to launch their enterprise solution nationally. Their marketing efforts resulted in generating 500+ leads that accordingly to VP of Sales were poorly qualified and represented mainly small opportunities.

SOLUTION:

SocialAgenda Media developed a list of top 100 major prospects, large accounts that should have both need and the budget, and turned them into 50 solid **Relationship Leads**[®] with our **LeadGen Journalism**[®] outbound approach.

RESULT:

Armed insights into prospects' challenges, the client's sales team spent much less time qualifying prospects and more developing highly customized proposals and delivering presentations, which led to increasing average account value, shortening sale cycle, exceeding their revenue goal and raising next round of funding.

WHAT THEY SAY:

“It’s quite impressive. In 2012 we spent a significant portion of our seed funding, over \$100,000, on various demand generation programs, to build awareness and generate sales opportunities. PPC, email marketing, white papers, blogging, display, retargeting, SEO etc. - we’ve done it all, and yet despite all the leads we generated there were hardly any to close. All 17 opportunities we attracted accumulatively brought us less than \$150,000 in sales. Salaries to our sales folks cost us more than that. In Q2 of 2013 we engaged SocialAgenda Media. Our 3 months trial alone that cost us \$15,000 resulted in \$180,000 in revenue. Very happy!”

Get in touch: sales@SocialAgendaMedia.com

Integrated **DEMAND GENERATION** with
Innovative **THOUGHT LEADERSHIP** programs

FUNNEL MAKEOVER experts
for **SALES-MARKETING ALIGNMENT**

We increase **SALES LEAD VELOCITY & SOCIAL ENGAGEMENT**

We design and execute unique strategies for generating
HIGH VOLUMES OF SALES READY LEADS