CASE STUDY

A DEMAND GENERATION MARKETING STRATEGY TO DRIVE PIPELINE GROWTH

ABOUT THE COMPANY

FOCUS ON SOFTWARE DEVELOPMENT WITHOUT A GROWTH PLAN

This battery analytics software organization is in use at transportation OEMs, global consumer electronics companies, battery manufacturers and energy storage developers and operators.

With a focus on the development of their software and deployment at a number of organizations, they turned their focus to building out an effective marketing and sales organization to scale revenue. They invested very little in marketing and lacked a significant and effective digital marketing presence.

They looked for marketing support that could effectively increase their pipeline with enterprise-sized organizations and battery supply chain companies in need of battery analytics software.

The company was generating minimal leads from their website, and they were almost entirely focused on field marketing activity. The content that they created was strictly thought leadership and did not properly align to the various stages of the customer journey.

Their marketing database was a fraction of their total addressable market (TAM) and did not know how to effectively generate leads and drive engagement.

THE SOLUTION - AN EFFECTIVE PIPELINE GENERATION STRATEGY

WEBSITE OPTIMIZATION
Embedded calls-to-action (CTAs), rebuilt webpages to be landing pages, focused on conversion vs. being informational, gated high-value content, implemented retargeting ads and exit-intent pop-ups to convert more anonymous traffic.

WEBINAR PROGRAM DEPLOYMENT
Built out a monthly webinar program from scratch that averaged over 100 registrations per event, engaging customers and partners and generated millions of dollars in pipeline. The webinar content was repurposed to generate additional content.

FIELD MARKETING MANAGEMENT
Developed a field marketing playbook, supported pre-event meeting scheduling for the sales team, managed on-site events, and supported sales with post-event follow-up to generate very positive ROI from each event.

CONTENT MARKETING STRATEGY
Company had very little high-value content that could be gated for lead generation. Worked with founders to develop valuable content that appropriately aligned to the various stages of the customer journey to engage and convert traffic.

PROUD MARKETING PARTNER OF THE: VF | VOLTA FOUNDATION

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RESULTS AND INSIGHTS

A DEMAND GENERATION STRATEGY THAT LED TO MILLIONS IN PIPELINE

Leading the marketing initiative for the battery analytics company, we deployed a demand generation engine that increased form conversions 466% over 12 months without reliance on advertising and brought the overall conversion rate of the website from negligible (under 1%) to 9.5%, driving impactful engagement to high-value content.

We increased the marketing database by 1,150% and helped increase revenue 160% year over year while building out marketing attribution reporting that previously did not exist.

MARKETING DATABASE INCREASED **1150%**	WEBSITE FORM CONVERSIONS **466%**
WEBSITE CONVERSION RATE **9.5%**	REVENUE INCREASED YoY **160%**

INTERESTED IN SCALING YOUR PIPELINE TO DRIVE BUSINESS GROWTH? LET'S CHAT ABOUT AN EFFECTIVE DEMAND GENERATION STRATEGY WITH GUARANTEED RESULTS!

ABOUT BERTOLI MARKETING

Bertoli Marketing provides Fractional CMO, Demand Generation, and AI-Powered Website Optimization Services to startups and small businesses who either lack the functional marketing expertise, or they are not able to scale properly because they don't have the necessary infrastructure and strategy in place. Our proven methodology evaluates the organization's marketing mix to understand what's working and what needs improvement, we then build out an effective strategy to increase the website conversion rate, drive more engagement, and accelerate pipeline. We are so confident in our strategy that we guarantee an increase in your website conversion rate and lead generation in the first 6 months of engagement, or we'll provide an additional 6 months of support for free!

For more information, please visit www.bertolimarketing.com.

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