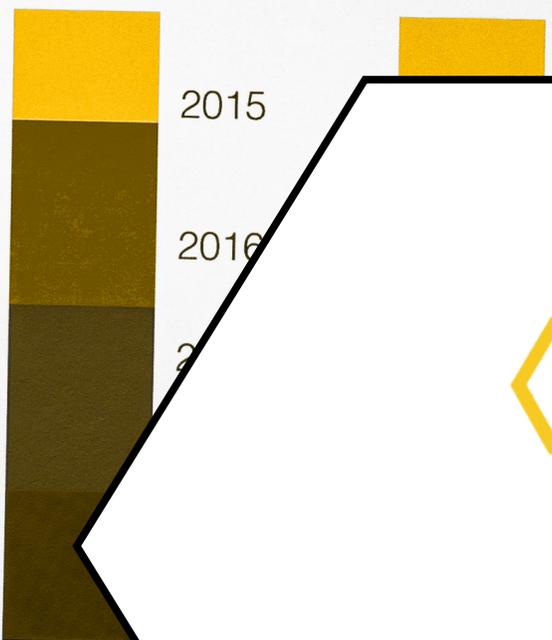


15
16
17
18

2015
2016
2017



CLAIRANT

CASE STUDY



N FEB



PROBLEM

A lack of organization and strategy in marketing efforts

Despite having some success in their current marketing efforts, the owners were ready to take marketing in a new direction. They had no marketing “plan” or “strategy”. They were lacking organization and seemed to be “flying by the seat of their pants” for most of their marketing activities. Despite having an effective management team the organization lacked dedicated marketing leadership and only got to it when they had time which was pretty much never. They wanted to show investors that they were growing at a healthy rate and they realized the only way to do that was to invest in a marketing department and establish an effective marketing strategy.





SOLUTION

Utilizing Clairant's marketing professionals

The company wanted to improve the marketing team with fresh perspectives and motivated team players, create an effective strategy and implementation plan that would ultimately increase leads by exploring new channels and bring on more customers at a higher rate. The company compared marketing agencies and decided to partner with Clairant as an external marketing resource that would help with leadership in marketing (Fractional CMO Services), and establish an effective strategy and execution plan. Clairant would have access to the company's internal resources, would have full control over retaining or letting go employees and build a team that would report directly to Clairant.



Build a marketing foundation, improve brand awareness, & stimulate lead generation

STRATEGY

Clairant provided the leadership they needed through Fractional CMO services at a small cost compared to hiring a full time CMO, and all the digital marketing resources needed to execute a solid marketing strategy. The plan was to use some of Clairant's resources for implementation as well as some internal employees.

TEAM

Clairant assessed the current marketing team members and decided to bring in some fresh talent. The team grew from one member to three internal members and the Clairant team supplemented. In summary the marketing manager was replaced with a talented, motivated individual who was experienced in the manufacturing industry. The content developer stayed on staff and molded nicely with Clairant and the internal team. And the admin support came in from another department to manage salesforce and Pardot. Clairant provided the leadership role and the resources to cover the gaps that the internal team couldn't handle.

The goal was to establish KPI's and start tracking as much marketing information as possible to give insight on success of campaigns and to optimize business decisions for the future.



TECHNOLOGY USED

- Sales Force to capture information from contacts, leads and track sales
- Asana to organize marketing calendar and task list for team members and collaborate on projects
- Microsoft Teams for communication between internal and external team members and sharing documents
- Pardot was used for mass emails
- LinkedIn was used for social media
- YouTube channel for videos
- Zoom for webinars
- PR Newswire for press releases
- WordPress for the website
- Google Analytics
- Google Ads
- Google Search Console

BASELINES

- **MQLs:** not tracked but estimated at 40/month
- **SQLs:** not tracked well but estimated at 20/month Goal: 100/month
- **Contact list:** 15,000 mailable contacts. Goal increase 30% a year
- **Marketing team:** One marketing director since the beginning of the company Goal: freshen up the team with new perspectives and add where resources were needed.
- **Clients:** 600
- **Deal size:** \$6,000 annually per deal

GOALS

- **MQLs** (Marketing qualified leads defined by an action a contact or visitor may take to find more information such as gated actions like downloading brochures, tech sheets, watching videos and webinars etc): 200/month
- **SQLs** (Sales qualified leads defined by a demo request or filled out contact us form): 75/month (in North America)
- **Contact list:** Additional 5000 mailable contacts per year



RESULTS

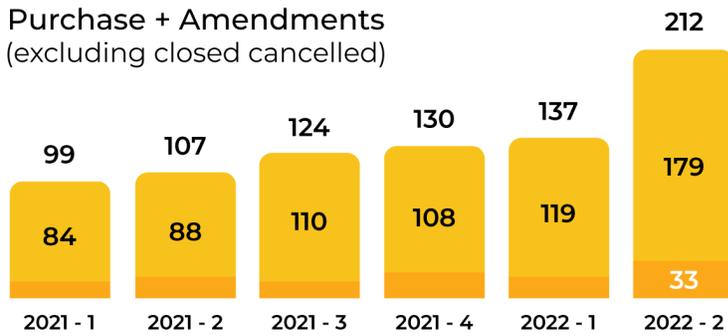
MQLs: Up to 400/month
SQLs: Up to 71/month
Contact list: 70,000
Clients: 1000 +
Deal size: \$13,000 annually per deal

With the MQL's and SQL's being tracked and consistently rising each month, Clairant helped the company reach new heights with not only increasing the amount of customers from 600 to 1000 over 18 months but the annual revenue per customer doubled and helped the company achieve over \$2 million more in revenue than the previous year.

The total investment in Clairant up to the point of the case study was \$126,000 over a period of 18 months with an ROI of approximately \$1.8 Million.

SQLs by Quarter

Purchase + Amendments
(excluding closed cancelled)



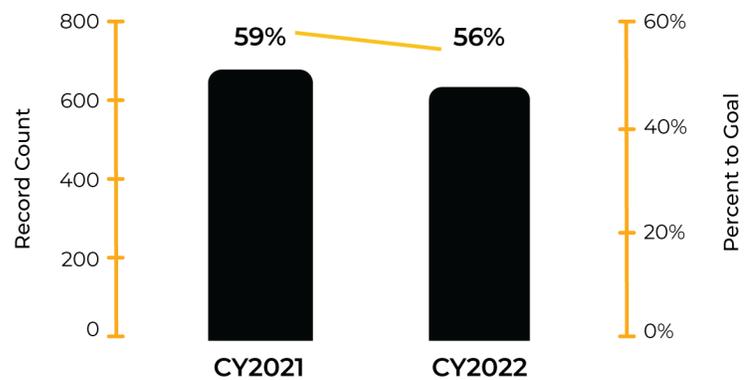
Each quarter SQLs increased moving closer to the goal.

Halfway through 2022, the SQLs had already reached 100% of 2021 SQL totals.

Based on Open Date

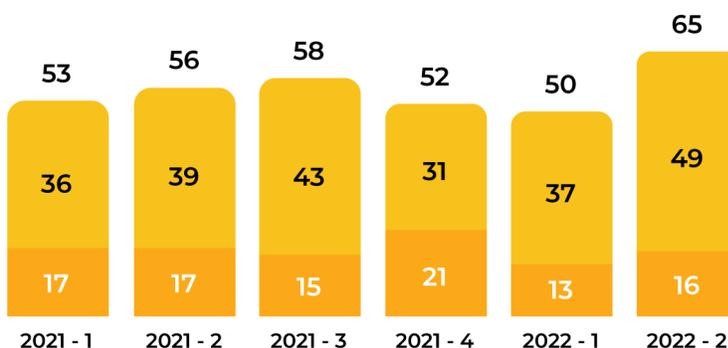
Measure

Record Count ■
Percent to Goal —



Closed Won by Quarter

Purchase + Amendments
(excluding closed cancelled)



The dip in 2021 Q4 and 2022 Q1 was due to a major restructuring of the sales team.

*Since the deal size increased more than double, the revenue was not affected by the small decline in closed won during the sales team restructure.



SERVICES

Services provided by Clairant Services



Email Marketing

2-3 industry specific emails sent per week using the Pardot email platform (extension of Salesforce) and segmentation of lists



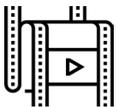
Contact List Management

Contacts were added to the list continuously with Zoom Info & Trade Shows as well as external partners producing our webinars 2-4 times per year (extra cost)



Webinars

Internal webinars were presented once a month and promoted to the internal contact list. External webinars where an industry publishing company was partnered with who broadcasted the webinar to their contact list took place about 3-4 times per year.



Videos

Video clips and webinar recordings were added to the YouTube channel at least once a month or more, professional videos were added once a quarter. Videos were also embedded on the website and promoted in emails and social media posts.



Blogs

Blogs were added to the website once a week and promoted in emails and social media posts



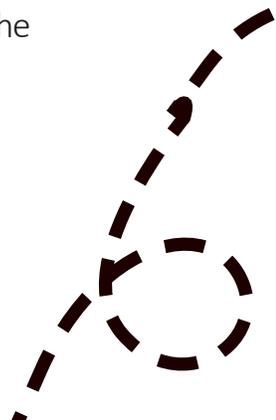
Website and SEO

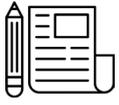
The website content was updated continuously and SEO reports were pulled consistently to update meta descriptions, keywords, CTA's, and to guide the direction of blog topics.



Social Media

1 post per day, 5 days a week on LinkedIn.





Press Releases

One press release per quarter was written and put on the wire using Cision, PR Newswire.



Trade Shows

2-4 trade shows were attended or exhibited at each year.

REPORTING

Each week the Clairant team presented the reports with updates on marketing KPI's. They also had a weekly meeting with the sales team to see which leads were the most quality and which were being closed. Salesforce was set up to notify sales people when a lead interacted with content on the email marketing campaigns as well as who clicked on videos, blogs, downloaded technical data sheets, case studies and other marketing content that is promoted on the website. These leads are sent to the sales team to call and close deals.

INVESTMENT

\$7,000 / month

*Google Ad spend, external webinar partnerships, trade shows and zoom info access to contacts are not included in the \$7000/month investment in Clairant services.





RESULTS

Doubled investments, drastic deal increases, and more...

From the marketing strategy and implementation plan created by Clairant, the company invested \$7000 a month and broke even at the 5-6 month mark. By month 12 they had doubled their investment generating \$10,000 in monthly revenue directly linked back to the planned, multi-channel marketing activities. They generated over 400 new annual customers and continue to grow on a weekly basis. The deal size drastically increased from \$6,000 to \$13,000 due to the marketing team understanding the target market and which products were most suitable to promote. The company is excited about their results and continues to dedicate a healthy investment in their marketing program.



Contact list grew from 15,000 to 70,000



Conversion rates rose to 25%



SQLs went from 30% to 71% per month



400 new customers generated



\$200 million in new revenue



ROI: \$1.8 million

TIMELINE

18 months

