

Going Beyond Referrals to Grow Our Business

Case Study



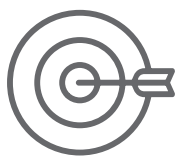
Background



Most companies start off business with the owners and management team tapping into their personal network to gain their first set of clients. After all, it is the most logical and easiest way to gain your first customers. However, eventually this source of opportunities will need to be expanded upon. For the business to continue to grow it must attract new clients from the stratosphere of infinite customers looking for your product or service. But exactly how does one go about finding these clients when managing both budget and resources?

This is the journey one particular company took over the last year. Operating successfully for the first five years primarily on the Founders' network, the time came to extend their reach to new customers. The first steps to accomplishing this goal was establishing a Growth Engine that involved expanding their Business Development team, bringing in a Marketing lead, partnering with a Marketing Agency with proven experience in generating qualified leads and implementing a Marketing Automation Platform to manage and keep track of these efforts.

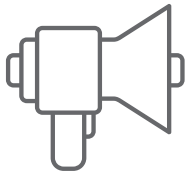
Achieving Initial Success Using the Personal Network of Founders



Founded in 2010 Dialexa, the Technology Research, Design and Creation Firm, chose to set themselves apart from other technology and consulting firms by offering world class research, design and technology capabilities to create custom products and platforms. Founded by two technology entrepreneurs who saw the huge market demand for innovative and scalable technology solutions. Their mission is to change every company into a great technology company, by pursuing big opportunities to create tomorrow's brilliant ideas and bring products to life.

Achieving quadruple growth year-on-year in their first years of operation, they knew this success was largely owed to the personal and professional network of the Management Team and therefore needed to find a way to attract new opportunities and build new conversations. But exactly how this was to be achieved and using which strategies required further exploration.

How to Become Famous and Make More Money



With the hiring of a new VP of Marketing, Dialexa's goal was to "become famous" (aka build brand awareness) and "make money" (aka attract leads).

They were set on being a recognized thought leader in their field by building a voice and strong brand recognition that would get them found by potential customers. Over the years they accumulated a library of great content but needed to find further uses for this content to better position themselves as experts and thought leaders in the field of technology and software.

However, the challenge still remained of how to better leverage existing content using different formats and getting it published on various platforms. In addition, having the ability to measure what works and what doesn't was critical to their success.

Finding the Right Partner is Critical to Your Success



After exploring several solutions Dialexa decided to implement the Hubspot Marketing Automation platform and partnered with Penguin Strategies to help lead this initiative.

In the initial stages, partnering with Penguin Strategies allowed them to further leverage their existing content by understanding how their content can be reused, repurposed and not just have a "one and done" attitude. This strategy also helped to better track which types of content were driving leads as each content type was tracked under Campaigns analytics in Hubspot.

Using these insights Penguin was then able to identify content opportunities and helped produce blogs and premium content which addressed Dialexa's target audience's main concerns. This content was then filtered through strategic email nurturing campaigns, joint website conversion efforts and social media initiatives (both paid and organic) that allowed them to extend their engagement to their audience on various platforms.

To improve their ability to analyze the performance of each campaign all efforts were tracked using Hubspot Marketing Automation platform. This allowed a deeper understanding of how to widen the range of content in order to build a stronger brand as well as easily identify sales qualified leads that gave Dialexa more leverage to close customers.

How Penguin Strategies And Hubspot Exceeded Expectations in Less Than a Year



In the past twelve months Dialxa has seen 120% increase in visits with 278% increase in new contacts. From their top performing landing pages, they received triple the number of new contacts with a combined conversion rate of 15.2%.

Their decision to include premium pieces such as technology eBooks and White Papers in their content offering also contributed significantly to this growth rate. These efforts generated an average of 20% new contacts in their database during this period.

This coming year, Dialxa intends to make further investments in premium content to address the needs of their target audience, including starting a podcast series as well as partnering with Research power houses like Gartner and Forrester to produce relevant content in order to reach new audiences.

Dialxa Recommendation



“Deciding to partner with Penguin Strategies was key to achieving our goals. With their assistance we found that we were able to find creative ways to utilize content for different audiences and platforms which certainly got us in front of the right stakeholders, all whilst maintaining our voice and brand message.”

Doug Platts, VP of Marketing

Penguin Strategies & Dialexa


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ABOUT PENGUIN STRATEGIES

We work with B2B Technology companies to communicate their messages clearly and concisely. We help our customers reach their target audiences with the right information (blogs, whitepapers, social media, etc.) in order to convert them to actual customers and generate revenue. We specialize in IoT, Telecom, Security, Cloud, and Mobile technologies.

We have strategic partnerships with leading marketing automation platforms including HubSpot, Marketo, and Brightinfo.



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