

## CASE STUDY: GROWING AN SSV TO ACQUISITION

### How Perri Marketing Helped One Mainframe Security Software Vendor Dramatically Boost Its Online Performance and Pipeline To Eventual Acquisition By One Of The World's Largest Software Vendors

#### THE PERRI MARKETING STORY

**Perri Marketing, Inc.** (PMI) is a full-service technology marketing agency with 20+ years of experience generating qualified sales opportunities for small software vendors (SSVs) in InfoSec, CRM, ERP, Logistics, Network/Infrastructure Management, and Service Management. Founded in 2011, we specialize in creating targeted sales and marketing content and collateral aimed at business and IT decision-makers with the goal of shortening our clients' long sales cycles.

Many small to medium-sized businesses (SMBs) are working hard to scale, but they don't have the budget to carry a full-time marketing team. That's where we come in. Unlike most digital marketing agencies, PMI offers tech space marketing experience with a **Marketing as a Service** approach. Much like Software as a Service or IT as a Service, we consider Marketing as a Service to be a perfect business investment for growing SMBs.

Whether you're interested in PMI as a full-scale, turnkey, outsourced marketing partner or as a go-to resource for industry-leading content on-demand, we can provide our expertise at a fraction of the cost you would incur by hiring just two marketing FTEs. And because PMI understands the SMB focus, you won't spend valuable time educating us on your products. We can understand your value proposition after a simple 30-minute conversation.

PMI is a quick, agile, and specialized technology marketing agency, and we work best with similarly small, agile, and innovative companies.

#### CASE STUDY

The following case study summarizes how PMI helped one of our first clients, CorreLog (a leading Small Software Vendor in mainframe security), dramatically increase their online performance, lead generation, and consequently their revenue, leading to an unimagined valuation at acquisition

#### THE CLIENT

When company leaders first approached us, CorreLog was a small SSV offering mainframe security software and services. They had an experienced sales team and robust strategy, but they hadn't yet hired internal marketing personnel. They contracted PMI in 2011 as their Marketing as a Service team, opting for a monthly investment in marketing that was roughly 1/4 the cost of one full-time marketing director and sales admin. With this minimal investment, CorreLog began tapping into the expertise and services of a seasoned software marketing team.

*Who's doing your marketing?  
We're seeing you everywhere.*





## THREE CLIENT NEEDS

- 1. Our client's sales team needed a marketing ally!** CorreLog had plenty of sales boots on the ground, but virtually no marketing collateral to help drive leads through a sales pipeline that spanned 12 to 18 months.
- 2. They needed marketing automation**  
The client was spending valuable time and money manually sorting through prospects to develop sales qualified leads, essentially operating with a Rolodex and partner referrals. They needed contact and lead data, and a systematic approach to automate the top of their sales funnel that was aligned to their sales process.
- 3. They needed actionable content**  
CorreLog's team had a wealth of experience and valuable insights to share with the industry, but they needed quality content to turn their expertise into tangible assets that would drive inbound leads and establish them as thought leaders in mainframe security.

## OUR METHOD

The moment the engagement with CorreLog began, PMI started by integrating their disparate contact data and the content we created into a CRM and marketing automation tool (HubSpot). This step enabled us to

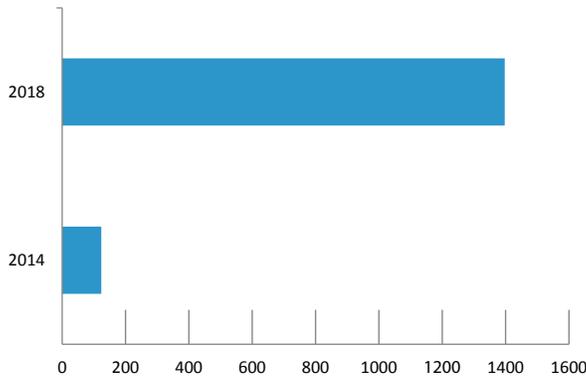
automate the top of their sales funnel to marketing qualified leads. We then launched nurturing campaigns to funnel these prospects into Sales Qualified Leads (SQLs) and sent out targeted emails to various contact lists segmented by buyer persona. These email campaigns contained insights and links to a diverse content library, including case studies, whitepapers, and blogs.

At PMI, we firmly believe that valuable, high-quality content is one of the most important assets we can deliver for our clients. Distilling the insights of their experts into compelling content established CorreLog as a thought leader in the industry, and it was one of the most effective strategies we used to grow leads through inbound marketing. For every whitepaper written, we also produced several blogs, multiple email campaigns, and at least one press release. All of this helped improve SEO rankings organically, and in addition to the new leads gained through whitepaper downloads, we captured website visitor information via HubSpot for future sales use.

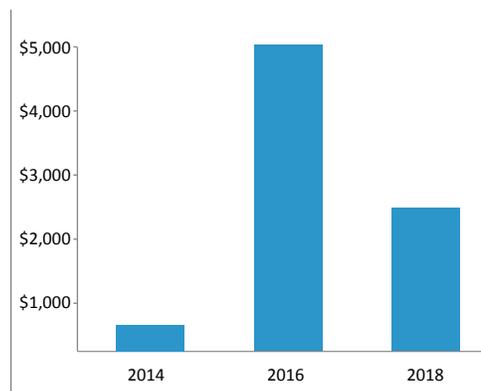
In addition to content creation, PMI developed a marketing budget with an activity calendar designed to increase CorreLog's brand awareness and broaden lead generation efforts. We identified and engaged new leads by attending trade shows where we produced all the visual artwork and collateral for the booths, and we provided creative and scheduling for an advertising campaign in the most popular prospect-targeted publication in the mainframe security industry.

These efforts helped to collect prospects at the top of the sales funnel, then drive them to the opportunity stage with high conversion levels.

For CorreLog, and many of the other small software vendors we work with, the sales cycle is long and arduous. Most of our clients' customers are in the Fortune 500 or are organizations in the public sector. Their software purchases often take 12+ months and require multiple executive-level decision-makers to come to a purchasing agreement. To move these customers to the next stage in the sales cycle, CorreLog needed to bring new and noteworthy information and content to each interaction. This is where PMI made the biggest impact — and where we really shine with all our clients.

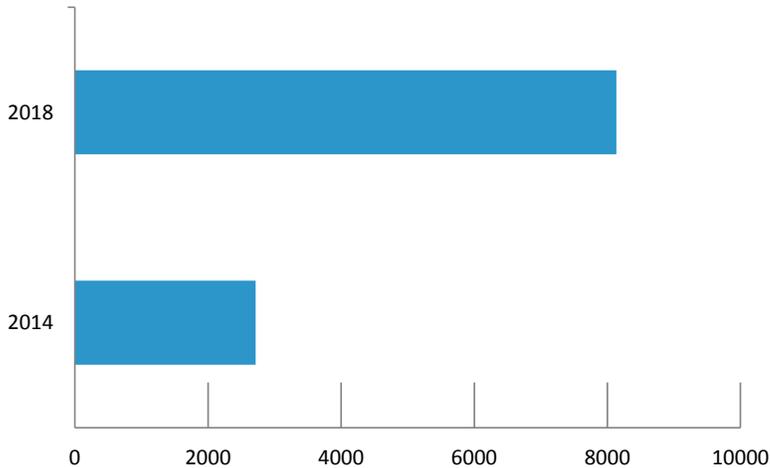


## Email Web Referrals

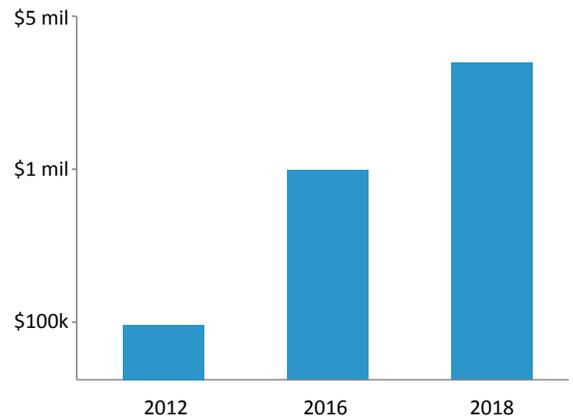


## Cost of Opportunity

## Aggregate Traffic



## Revenue



### THE RESULTS

With marketing in our capable hands, CorreLog was able to focus on what they did best — manufacturing, selling, and supporting industry-leading software. We handled the top of the funnel, and thanks to a capable sales team, they sold their way to an acquisition by one of the giants in the mainframe software space, BMC. Our strategy worked, producing a measurable, actionable outcome.

### MORE ABOUT PMI

To help our clients achieve their growth objectives, PMI offers a comprehensive tech marketing strategy and the team to execute it. Our goal is to help them build a strong pipeline of sales-qualified leads. We are seasoned industry veterans who understand our clients' technologies — and most importantly, how their prospects shortlist their solutions and ultimately purchase from them. It's our mission to help our clients build the best possible content portfolio to guide these prospects through the long sales journey.

### WE CAN PROVIDE:

- Marketing as a Service
- Content à La Carte
- On-Demand Lead Generation Campaigns
- Strategic Sales and Marketing Consulting
- Media/Analyst Relations and PR Writing

### FULL-SERVICE OUTSOURCED MARKETING TEAM:

- Managing director
- Copywriters
- Graphic designers
- Project manager
- CRM/Marketing Automation system resource

**Let's talk!** Contact Perri Marketing for a free 30-minute consultation, where we can assess your business goals and marketing needs. Give us a call at (423) 212-3127 or email [moreinfo@perrimarketing.com](mailto:moreinfo@perrimarketing.com).

