

How Perri Marketing Helped One Mainframe Security Software Vendor Dramatically Boost Its Online Performance and Pipeline

THE PERRI MARKETING, INC. STORY

Perri Marketing Inc. has more than 20 years in software sales and marketing, and with this expertise we offer what is known with clients as Marketing as a Service. Much like you would utilize Software as a Service or IT as a Service, Marketing as a Service is what Perri Marketing Inc. sees as a perfect business investment for Independent Software Vendors. Whether you're interested in using us as your full scale, turn-key outsourced marketing department or a resource for industry leading content on demand, Perri Marketing can provide essential strategic marketing collateral at a fraction of the cost you would incur by hiring a marketing director and sales & marketing administrator.

We understand your focus, and we believe that you will save time, money, and hassle by utilizing our services. With our extensive expertise in InfoSec, CRM, ERP/Logistics, and Network Management, we can start creating content immediately after our initial complimentary discovery call. You won't spend valuable time educating us on your products, and we can understand your value prop after a simple 30-minute conversation. We are a quick, agile, and specialized technology marketing agency and work best with similarly small, agile, and innovative companies.

The following case study will outline how Perri Marketing helped one of our first clients, a leading ISV in Mainframe Security Software, dramatically increase their online performance, lead generation, and consequently their revenue.

THE CLIENT

Our client is a mid-sized ISV that offers Mainframe Security software and services. This client had a developed sales team and strategy, but had no marketing personnel within the company. They hired Perri Marketing in 2011, and we are now their full service, Marketing as a Service team. Their monthly investment in marketing is based on sales initiatives and industry events.

CLIENT NEEDS

- This client's sales team needed a marketing ally. They had boots on the ground, but virtually no marketing collateral to help drive leads through their sales pipeline that spans 9 to 12 months.
- Marketing Automation. This client was spending valuable time and money manually sorting through prospects to develop sales qualified leads, essentially operating through a Rolodex and partner referrals.
- Actionable Content. The client needed content to establish them as thought leaders in mainframe security and drive inbound leads.

You need experts who know this software space and how our prospects purchase software, and we get that from Perri Marketing.





OUR METHOD

For this ISV we started by integrating their CRM with a marketing automation tool (HubSpot.) By doing this we were able to automate the top of their sales funnel to marketing qualified leads. We started nurturing campaigns with their contacts to funnel their prospects into Sale Qualified Leads (SQLs) and sent out targeted emails to various contact lists. To make these email campaigns successful though, we needed to create a diverse content library. So, we began by writing case studies and whitepapers. We also leveraged the information in these long-form pieces to develop smaller pieces of content like press releases and blogs. Repurposing the content helped generate more interest for our clients by giving less interested prospects smaller bits of information to consume, and in doing so, we were able to give the client a pool of prospects and leads with a lead grading system.

We firmly believe that valuable content is one of the most important assets we can deliver to our clients, and today we still produce at least one whitepaper per quarter for this client. Establishing this client as a thought leader in their industry is one of the most valuable tools we used to grow leads through inbound marketing. For every whitepaper written, we used the content to produce 2-3 blogs, multiple email campaigns, a press release, and we captured visitor information via HubSpot forms every time someone downloaded the whitepaper. All of this helped improve SEO rankings organically, as well as capture the influx of website visitors' information who came into the funnel as a result of our marketing efforts.

In addition to our content creation, we helped generate new leads by attending trade shows, and creating all the visual artwork and collateral for the booths. We also began advertising campaigns in the most targeted publication in the mainframe security industry.

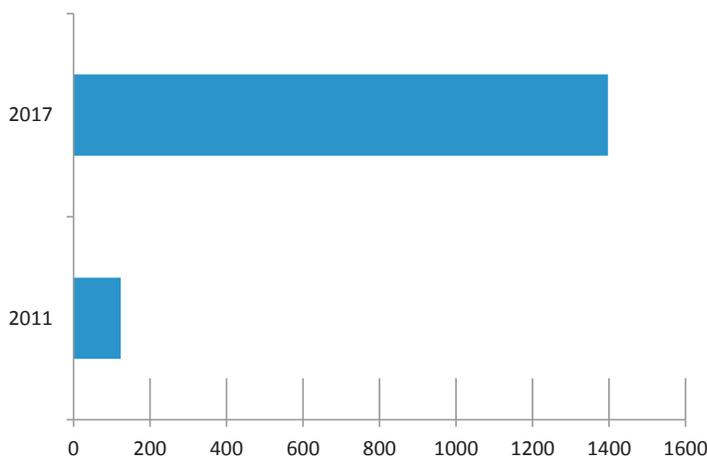
All these efforts helped to drive prospects through the sales funnel. For this client, and many of the other ISVs we work with, the sale cycle is long and arduous. Most of our client's customers are in the Fortune 1000, or organizations in the public sector, and their software purchases often take longer than a year and multiple executive-level decision makers to come to a purchasing agreement. To move to the next stage in the sales cycle with these customers, our client needs to bring new and noteworthy information and content to each interaction. This is where Perri Marketing has made the biggest impact with this and all our clients.

THE RESULTS

Perri Marketing and this client have grown together since our partnership began in 2011. We were able to take marketing off their plate as a service and let them focus more on what they are good at, while we handle the top of the funnel.

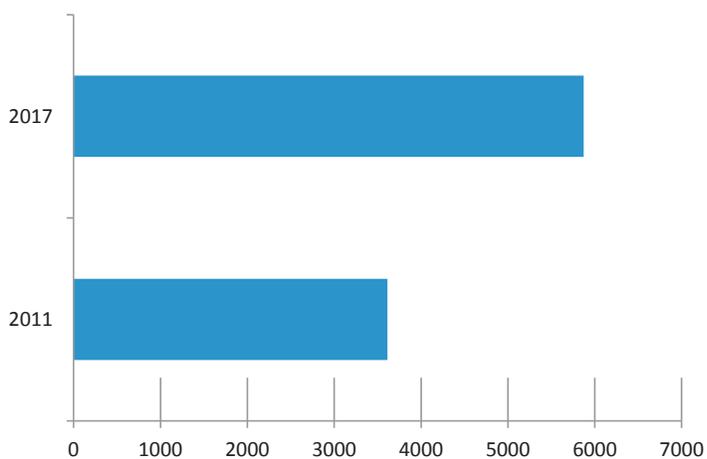
Since we began working with this client in 2011 we've seen:

Before Perri Marketing, we were getting traffic, but obviously not the right traffic.



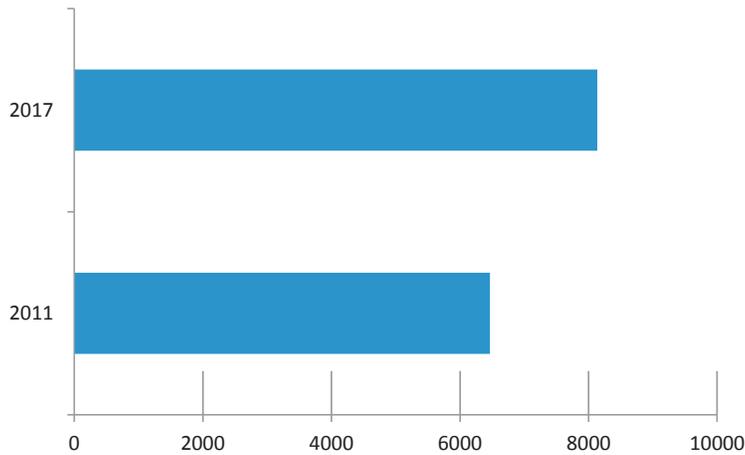
Email web referrals increased 1036%

Email Web Referrals



Organic Search increased 63% from 3,600 sessions in Q4 of 2011 to nearly 6,000 sessions in Q4 of 2017 without the use of Google AdWords or any other CPC advertising.

Organic Search



Aggregate Traffic

Web traffic increased 26% from Q4 of 2011 to in Q4 of 2017.

MORE ABOUT PMI

Perri Marketing, Inc. is a turn-key marketing agency for enterprise software vendors that endure long sales-cycles in InfoSec, CRM, ERP/Logistics, Network Management, and Service Management. To help clients achieve their growth objectives, we offer a comprehensive tech marketing strategy and help them build a pipeline of sales-qualified leads. We understand clients' technologies, and most importantly how their prospects shortlist solutions and engage. Our goal is to help clients build the best possible content portfolio to guide these prospects through the sales pipeline.

We offer Marketing as a Service:

- Content A La Carte
- On-Demand Campaigns
- Strategic Consulting
- Full Service Outsourced Marketing as a Service.

**Need help with lead gen, marketing operations,
research & copywriting, PR, AR, and/or metrics and reporting?**

Let's talk! Contact Perri Marketing for a **1-hour free consultation** where we can assess your business goals, and we can begin turning content around for you in a matter of days! For more information, please visit www.perrimarketing.com or contact us via phone at **(423) 987-4925** or email at info@perrimarketing.com.

