

MODERN DAY MARKETING

The background features a collage of business-related items. At the top right, there's a line graph with data points labeled 8340, 6370, and 4356. Below it, a blue binder clip is visible. In the center, a blue sticky note has the word 'Sales' written in cursive. To its right, another blue sticky note says 'Marketing'. In the foreground, a white sticky note with 'Growth' and a large '\$' symbol is prominent. The background also includes various charts, including a pie chart with segments labeled 8330, 62440, and 75500, and a bar chart with values like 10000, 90000, and 80000.


HOW WE GREW
BRAND &
DEMAND BY
900%

Case Study

www.moderndaymarketing.com


THE CLIENT

WHO ARE THEY?



An establish mid-sized, multi-product B2B SaaS proptech company who acquired two companies in one year.

WHERE WERE THEY BEFORE WORKING WITH US?



Their revenue was growing but at a slow pace despite having two products in market for several years. Their entire marketing team left leaving a large hole in the organization at a time of growth.

Looking to grow revenue, and expand their total addressable market, they acquired two companies in one year. One company added to their market share, and the other was a new product that would expand into new industry personas, but knew it was a solution to a customer pain point.

Revenue was \$7 million ARR.

THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

No brand strategy
No go-to-market strategy
Little to no inbound leads
Manual processes

No marketing team or leadership
Minimal content output
Disjoined & duplicate systems
Slow revenue growth



WHAT DID WE DO TO SOLVE IT?

Complete company rebrand including brand experience, identity, messaging, purpose & vision statements, target personas, and growth strategies including identifying strategic partnerships.

Scaled the marketing team from 1 to 5 providing leadership and strategic direction.

Created a content and distribution strategy that aligned with the business goals and objectives. Included keyword research, audience research, content audit, pillars/themes, and channel distribution .

Automated manual processes utilizing bots, ai and marketing automation workflows and consolidated tech systems.

THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

Complete company rebrand including brand experience, identity, messaging, purpose & vision statements, target personas, and growth strategies including identifying strategic partnerships resulting in becoming a top known brand in the security industry.

New GTM partner strategy resulted in 200 new partner account sign ups in the first year and \$8 million in new pipeline.

900% increase in leads including a 50% YoY increase in organic website traffic which resulted in a 47% increase in inbound demo requests.

More than doubled revenue from \$7 million to \$17 million ARR.

CLIENT IMPACT STATEMENT

“Along with her leadership skills, Kim brings a technical prowess to inbound marketing. She helped grow our organic traffic by 7x and our social media by over 6x. She is a master of HubSpot and Salesforce—from deciphering TOF data to creating campaign nurtures targeting specific verticals. She transformed the company from only generating outbound leads to incorporating an inbound strategy and shaped the brand’s web presence into what it is today.”

**ARE YOU READY TO SCALE YOUR BUSINESS WITH
MARKETING STRATEGY AND LEADERSHIP?**

BOOK A CALL