

## InfinityQS | Diamond Winner

Small and Medium Business: Strengthening Brand Differentiation

# Elevating Messaging to Deliver Insight, Resources and Solutions to Global Manufacturers

## BUSINESS CHALLENGE

Recently, a shift began in the manufacturing industry with technology decisions being driven at the corporate level, instead of individual plants. This created an opportunity for InfinityQS to break away from its competition and begin transformation.

## PROGRAM OBJECTIVE

InfinityQS developed the only native-cloud Quality Intelligence solution on the market and began positioning itself as the global authority on data-driven enterprise quality. The company upended its corporate, sales and marketing strategies and developed a pitch that establishes the value of its solutions at the plant level *and* executive level.

Marketing identified new expert staff and partners to humanize the brand, focus on resolving pain, and re-imagine quality by helping quality professionals recognize the transformative power in their data.

## PROGRAM EXECUTION

InfinityQS built a new, modern marketing department, retaining only partners that could assimilate into its new approach. InfinityQS' new look and feel resembles that of tech giants rather than niche software vendors. Pervasive tone and voice humanize the sophisticated solutions and focus on pain points rather than features/functions. Overarching themes offer insights to "Re-imagine Quality" by using enterprise visibility and operational insights to enact global transformations.

New corporate and product messaging with thought-leadership messages and pain points target specific buyer and user types. The new website's modern design leverages impactful images of manufacturing teams within key vertical markets. Illustrations and iconography communicate sophisticated concepts; and intricacies of the technology were transformed into clear and concise messaging.

The site highlights InfinityQS' passion for helping customers leverage quality data and utilizes a strategically crafted buyer's journey to bring traffic to the site, educate visitors, and drive sales.

- Streamlined interface and content amplify calls to action.
- Localized and translated content (five languages) supports global sales.
- Integrated user tracking personalizes content based on visitor activities.

An antiquated, Drupal-based content management system (CMS) was replaced with a state-of-the-art .NET-based solution by Kentico Software. The CMS is integrated with Marketo marketing automation and Salesforce.com CRM.

Search engine optimization is conducted through link analytics, content optimization, and continued development. Focusing on seven key personas, blogs, infographics, success stories, case studies, data sheets, and whitepapers were created monthly and quarterly. Video campaigns detail the new software, highlight executives, and spotlight customer testimonials.

Inbound marketing programs utilize and track various channels, including paid search (Google and Bing/Yahoo), digital networks and prospect matching technologies (Choozle and Quantcast), call tracking (CallRail), and social media (LinkedIn sponsored content, promoted assets, and targeting content by group and title affiliation). Maintaining appropriate content and engagement on social media was vital to extending the reach of the messaging.

Media relations positioned executives as thought leaders. Press releases, bylined articles, blogs, and awards raised awareness of the client's brand within the new Quality Intelligence space and build credibility among global prospects.

## BUSINESS RESULTS

InfinityQS now pursues six- and seven-figure, multi-year deals with hundreds of facilities, instead of single-plants, increasing the average sale and requiring a phased roll-out that ensures ongoing revenue for years. The software-as-a-service (SaaS) model lowered traditional barriers of market entry: cost, complexity, and deployment. As a corporate-mandated solution, external competition is eliminated.

### Marketing Successes:

- Total visits up 126%
  - New users up 134%
  - Page views up 89%
  - Social media traffic increased 202%
  - 964 keywords rank in Google's top 100
  - 41 keywords rank in top 3 Google positions
  - Mobile conversions up 34%
  - Optimized, responsive landing pages reduced the cost of paid conversions 56%
  - With exit intent pop-ups, paid traffic conversions increased 15%
- \*year-over-year metrics for first year after launch*

These successes fill the marketing funnel and created a focused sales pipeline with quadruple the number of qualified, enterprise prospects since 2016.

### Sales Successes:

- Traditionally the worst quarter, Q3 2016 gross sales were up 35% over 2015.
- 2016 total YoY growth (22%) = the second highest annual sales in 30-year history.
- An additional 100 orders closed in 2016.
- Doubled the number of cloud licenses.
- The two-year-old EMEA sales team posted 102% year-over-year growth.
- Q1 2017 up 26.5% = the best first quarter ever.