

InfinityQS | Diamond Winner

Small and Medium Businesses—Enabling Sales to Accelerate Growth

Educating and Qualifying Leads Online to Streamline Sales and Drive Revenue

BUSINESS CHALLENGE

InfinityQS is headquartered near Washington, D.C., with offices in Seattle, London, and Beijing. Founded in 1989, it services more than 2,500 of the world's leading manufacturers, including Boston Scientific, Graham Packaging, and Medtronic.

While InfinityQS experienced its second-highest year-over-year growth in 2017, a majority of the deals were single-site deployments at the plant-level. More profitable corporate deals made up a minority of its sales.

This created an opportunity for InfinityQS to better target corporate buyers that would deploy its solutions across tens or hundreds of factories, with the potential to inspire years of exponential growth.

PROGRAM OBJECTIVE

By 2020, according to both Gartner and Forrester, 80% of the buying process is expected to occur without any human-to-human interaction. To address this growing trend, InfinityQS' marketing, sales, and product management teams streamlined the buyer's journey with a multi-pronged strategy to get in front of prospects early during their initial research.

This approach is intended to educate and qualify leads online earlier in the buying process, so the sales team can concentrate on selling and closing deals.

PROGRAM EXECUTION

InfinityQS employed modern marketing strategies, data analysis, and ongoing research and testing to create highly customized and targeted campaigns for each of its personas.

These communications carefully guide prospects through a buyer's journey that delivers the right information to the right people. Starting with high-level overviews of benefits, the journey drills down to a product tour that breaks down features and functionality through videos and whitepapers.

Fine-tuned inbound marketing campaigns; PPC and SEO tactics; nurturing campaigns; an added layer of Budget, Authority, Need, and Timing (BANT) qualification for marketing qualified leads (MQLs); and enhanced sales support and chat options resulted in better quality leads for the sales team.

This emphasis on qualifying leads means the company can easily scale the process to accommodate an increased volume in the top of the funnel and maintain a high level of quality leads.

To address a 12- to 18-month sales cycle and plan for aggressive five-year sales goals, the marketing team engaged more traditional outbound tactics (email marketing, trade media advertising, LinkedIn ads and InMail campaigns, etc.) to reach prospects that weren't in the buyer journey yet, filling a larger pipeline that stretches out three-to-five years.

Further, InfinityQS created a quarterly newsletter and a Tips & Tricks webinar to educate customers on its product offerings, engage them for add-on sales conversations, and build better relationships.

Once leads are handed over to the sales team, marketing continues to help streamline the sale using tools and materials with the right, research-backed messaging. Many of the top-of-the-funnel content pieces are also re-used in the sales funnel as a "reason" to re-engage with prospects.

For the sales department, sales enablement is focused on culture, accountability, and consistency. By building a tenured sales team that is accountable for every lead (if it's not in the CRM, it doesn't exist) and supported with ongoing coaching and open communication, the director can ensure that everyone is on pace to exceed their goals.

Together, the sales, marketing, and product management teams have accelerated the sales cycle, leading to faster growth and higher revenue.

BUSINESS RESULTS

InfinityQS took risks in 2017 that paid off—the highest annual software sales in InfinityQS' nearly 30-year history with the best first quarter to date (+26.5% year-over-year) and best third quarter ever (+23.3% year-over-year).

In the first half of 2018, software sales trended 20% higher than the previous year and were 83% up over 2016. Several Fortune 1000 manufacturers adopted the company's quality intelligence solution for enterprise-wide deployments.

Marketing continues to drive impressive top- and middle-of-the-funnel results:

- Website: Total visits +125%, new users +144%, page views +69%
- Social media traffic: +184%
- SEO Metrics: 3,386 keywords rank in Google's top 100 (+251%), 137 keywords rank in the top 3 (+234%)
- Conversions: Mobile conversions up 34%; cost of paid conversions down 56%.

With optimized educational campaigns and nurturing programs, InfinityQS delivers more, better-qualified leads to the sales team, with 50% of sales qualified leads moving into the negotiating phase. Astoundingly, 75% of those are won. The team entered 2018 with its largest sales pipeline ever—a 22% year-over-year increase from 2017—and closed the single largest deal ever.