



Madison Taylor

Case Study

Technology

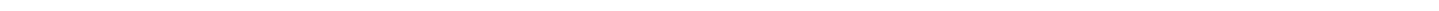


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Results

Within the first year, ROI across all marketing increased by 300%.

33%

Sale close rate increase from .5% to 33% from MQLs

46%

Conversion rate increase from .7% to 46% on top-tier product sales

700%

Increase in lifetime ROI by nurturing customers

Introduction

Market Differentiation in the Tech Industry

Market differentiation was their biggest priority for our technology industry client. With a global market value of roughly \$5.2 trillion, it's no surprise that our client wanted to leverage marketing to tap into a vast consumer segment.

Their challenge? Their marketing strategies weren't gaining any traction. Our client was experiencing negative overall ROI and steep conversion costs, and their marketing team didn't have the resources to make a splash in an already overcrowded digital space. Our client understood the importance of marketing, but they were hemorrhaging money.

With the help of Madison Taylor Marketing, our client changed the trajectory of their marketing initiatives. Not only did we help them improve sales close rates, boost conversions, and increase lifetime ROI, but they also turned their marketing ROI positive.

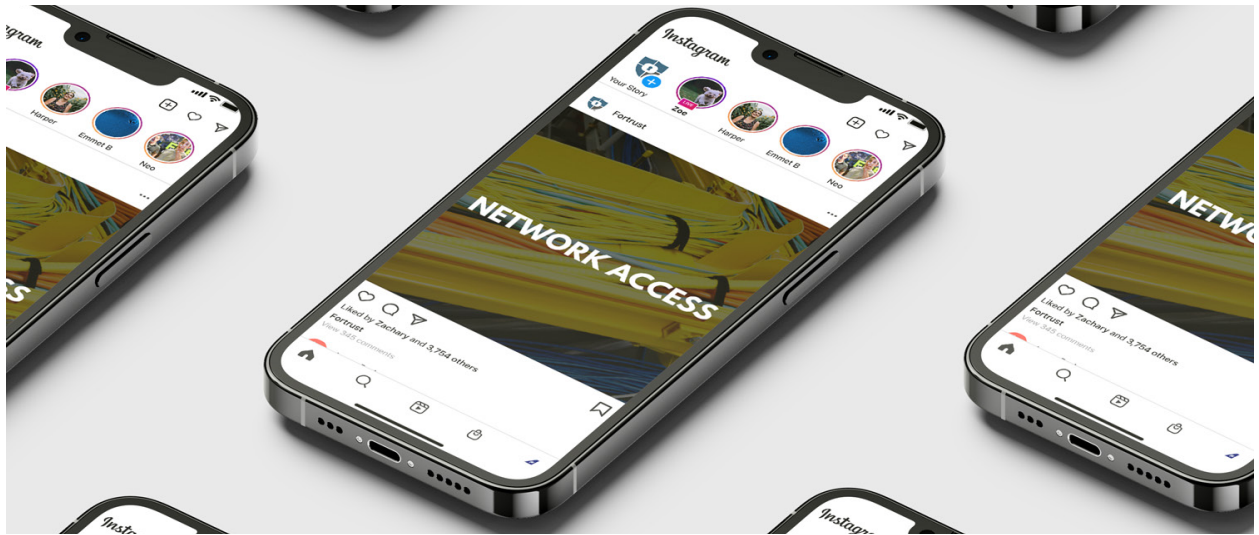


Execution

Here's How We Did It

Right off the bat, we recognized our client lacked a comprehensive marketing strategy, and their efforts were concentrated mostly on reacting to losses or promoting one-off events or offers. We knew we needed to change that, so we started laying the foundation for a comprehensive and integrated marketing strategy.

- First, we worked with our client to determine who their ideal customer was, and we developed buyer personas that were integrated into our marketing efforts.
- Next, we helped unify their brand across all platforms by standardizing their marketing collateral and brand guidelines while working with them to create a cohesive customer experience.
- Then, we built out a top-to-bottom strategy, including social, email, and asset creation deliverables that followed a unified publication schedule.
- After implementing our comprehensive strategy, we developed a strategy for marketing and sales alignment that got better leads in the door.
- Finally, we leveraged segmented audience analytics, A/B testing, targeted ads, conversion optimization, and engagement-boosting content to guide marketing decisions and evolve and make continuous improvements to the strategy.





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