

NuSpark Marketing Builds a Successful Demand Generation Program for an Information Technology SAAS product

Galileo Performance Explorer® is a comprehensive SaaS IT infrastructure monitoring solution. It's easy to use and it empowers IT leaders to make sound business decisions and prevent slowdowns and outages. Despite the product's advantages over competitors' offerings, leads for Galileo were below expectations. IT leaders might stumble across the Galileo booth at a trade show but rarely found them on the web. When people visited the Galileo site, they did not convert into online leads as often as the company's leaders would have liked.

Considering Galileo's target audience is busy handling the day-to-day management of their current performance solutions and multiple other projects, it's not surprising that it is hard to gain their attention.

Time for a Fresh Approach

Thus, Charlie Born, CMO for Galileo, faced a challenge familiar to many B2B marketers: How to generate quality leads and increase the sales pipeline. It was time for a fresh approach. After considering various agency options, Charlie chose to partner with NuSpark Marketing due to their ROI-focused approach to lead and demand generation, history of successes in the B2B/IT space, and their reputation for client service.

The Strategic Foundation

NuSpark began by building a strategic foundation. Persona research helped them to understand who was involved in the buying decision, their buying cycle and the questions customers asked as they sought a solution. This information was the vital foundation for creating Galileo's content strategy, editorial calendar and online media plan.

The Nuts and Bolts

To build Galileo's online presence, NuSpark implemented several approaches.

To attract leads, NuSpark created a comprehensive demand generation plan which included a mix of bottom-funnel offers (demos and trials) with mid-funnel lead generation activity. The lead generation included production and promotion several white papers and a co-sponsored webinar. The content, which NuSpark promoted via content syndication, newsletter sponsorships, and e-blasts to publisher e-mail lists, **generated more than 1200 leads.**

Also, because of NuSpark's relationships with major vendors such as *Tech Target*, *QuinStreet*, *IDG Enterprise*, *Netline*, and *UBM Tech*, they were able to negotiate substantial savings on custom advertising packages.

To increase Galileo’s credibility in the marketplace, NuSpark ghost-wrote articles for Galileo’s on-site blog every week, optimized them based on keyword research, and shared them on LinkedIn and Twitter. These posts demonstrated thought leadership and boosted Galileo’s presence in the organic search engine rankings.

NuSpark also wrote a couple of guest posts every month, becoming contributors to high-ranking blogs such as *CIO.com* and *Network World*. Thus, they gained valuable backlinks to Galileo’s website which helped increase keyword rankings on search engines.

Also, NuSpark enhanced the Galileo website, making it faster for users and easier for the search engines to crawl. These combined efforts resulted in a **109% increase in organic traffic** compared to the previous year.

In addition to increasing traffic via organic searches, NuSpark designed a cost-effective AdWords campaign to draw more high-quality visitors and convert them into bottom-funnel sales opportunities. Instead of bidding on costly umbrella keywords, such as “server monitoring,” they used more specific ones like “AIX server monitoring.” Conversion rates increased, and cost-per-conversion decreased over the course of the campaigns as NuSpark continually optimized performance.

NuSpark’s teleservices team also provided Galileo with increased sales opportunities. They wrote custom phone scripts and complemented their inside sales team by booking demos for Galileo at

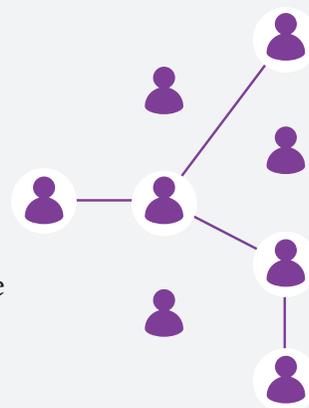
a faster pace than Galileo’s team could achieve by themselves.

As a final part of the lead generation initiative, NuSpark redesigned and rewrote much of Galileo’s website to increase conversion rates. **The upshot was a surge of 360% in content downloads, a 52% boost in free trials and a 50% increase in quotes. In total, conversions doubled — an increase of 101%.**

NuSpark managed all lead generation efforts using the marketing automation platform Pardot, implementing a robust drip lead-nurturing email cadence, segmented by personas, which resulted in a double-digit increase in marketing qualified leads.

Flipping the Funnel

NuSpark also recommended that Galileo pursue an account-based marketing strategy. For the program, they crafted a series of templated emails for each buyer persona with instructions to the reps on where and how to add personalization. To find the most likely buyers for Galileo’s reps to contact, they used sales and marketing intelligence from *RainKing*.



The Technology Stack

Throughout the process, NuSpark managed Galileo's technology stack shown below.

Technology Stack

Marketing Automation	→	Pardot
Predictive Analytics	→	RainKing
Website Conversions	→	OptinMonster
Analytics Dashboards	→	Google Analytics
Paid Search	→	Google AdWords
Guest Blogging Outreach	→	NinjaOutreach
Prospect Intelligence	→	Sales Navigator
Social Media Management	→	Hootsuite
Video Marketing	→	Wistia
SEO	→	Moz

What the Client Says

“As an advisory CMO, I have the opportunity to work with a wide variety of internal marketing teams and external marketing firms. From the start, Paul and his NuSpark Marketing team have impressed me with their ability to quickly become team players and a strategic partner vs. just another vendor.

They have shown an ongoing ability to present new lead generation tactics that can be measured with analytic dashboards. Paul and his team go the extra mile, think proactively and are a pleasure to work with.

If you're looking for outstanding 24/7 service, I would recommend Paul and the NuSpark team for any IT or B2B firm looking for quality lead growth.”

~ Charlie Born, Advisory CMO Delivering Growth for Small & Mid-Sized Companies

About NuSpark Marketing

NuSpark Marketing is a team of savvy, experienced marketers who craft and implement online B2B marketing programs focused on a single goal — generating demand for our clients. Everything we do is based on driving conversions.

NuSpark starts with the end in mind ... sales opportunities ... and works from there using the three building blocks of a successful marketing program: creating relevant content, connecting with your target audience and converting them into sales opportunities.

NuSpark mixes and matches marketing services to fit your needs, budget and workflow. We custom design your marketing campaigns around your objectives, rather than cherry-picking them from a line-item menu. One size never fits all, so we don't even go there!

To learn more contact us online, email Paul, our founder, at pmosenson@nusparkmarketing.com or call 215-315-7780.

