



# GROW YOUR B2B SOFTWARE COMPANY

WITH PROVEN MARKETING, SALES AND RETENTION STRATEGIES



**Retention Services** to delight customers and protect your bottom line



**Sales Foundations** to organize, optimize and align your sales team's efforts



**Inbound Marketing Services** to fill your pipeline with qualified leads



**Video Production Services** that engage prospects and drive results



Accelity is a trusted partner. They work quickly and efficiently while providing excellent advice. Not only is **Accelity helping us grow our business**, but I can go to Accelity with any question or concern that I have—big or small—and we work through it together. I consider them an **integral part of my team**.

Ane Ohm, CEO, LeaseCrunch

**\$85k**

revenue directly  
influenced  
each month

**21**

new qualified  
leads each  
month

**14**

new  
contacts  
per month

**10**

demo  
requests  
per month



ACCELITY

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### WHY HUBSPOT?

We use Hubspot for inbound marketing. This powerful tool helps us contact the right people at the right time to close more sales and drive revenue to your business.



## CATALYZING GROWTH NEEDS A FULL-CYCLE FOCUS

Entrepreneurs typically have one goal in mind when they set out to build a business: growth. The problem? They focus on one area of growth (marketing, sales or retention... not all three) and don't see the full cycle.

Sales and marketing have such similar functions that the lines between these departments are blurry—and many startups treat them as one Revenue department. Accelity aligns these two teams so you can increase awareness, generate quality leads, automate the sales process, follow up smarter and close deals (cha-ching).

***But marketing shouldn't stop there.*** Many startups have huge missed opportunities when it comes to retention. They're so busy selling that they don't take time to delight customers... and the bottom line suffers. Accelity helps you onboard your customers, survey them for feedback, provide continuous value and identify any underlying issues so that customers stay with your business longer.

