

CASE STUDY

GROW

THE NEED

A Milwaukee technology startup was looking for a way to quickly take its solutions to businesses around the country. They struggled with meeting lead generation goals, and were looking for a way to drive qualified prospects fast.

ENTER, ACCELITY.

To hit its goals quickly, the company outsourced marketing to Accelity. Accelity implemented HubSpot as the foundation for an inbound marketing strategy and worked with the company to focus on lead generation activities like:

- Content marketing
- Video creation
- Blogging
- Email marketing

CLIENT FEEDBACK



We measure leads brought in through marketing activities against more traditional means like cold calling. We've tripled our win rate when we have an Accelity marketing qualified lead versus someone that wasn't qualified through this process. Because of this success, we're going to scale this marketing process as much as we can."

Chief Executive Officer

THE RESULTS

16

average new
contacts
per month

25

marketing
qualified leads
per month

13

consultation
requests
per month

17%

customer
growth during
year one

\$123k

in annual
recurring
revenue



ACCELITY

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