



CASE STUDY

Enhancing Sales and Marketing Performance for Small High-Performance Computer Hardware Developer

Their Challenge

This is a small Atlanta-based company specializing in hardware development and systems integration. With an annual revenue of \$24 million and a workforce of 22 full-time employees, the company targets small to medium-sized enterprises and research institutions looking for complete HPC hardware solutions that include both the hardware and custom integration.

With the trend toward more and more companies in their prospect pool repatriating from cloud back to on-premises computing—they knew the business was there, but they were not able to take advantage. Current in-house marketing efforts were generating leads, but the conversion rate was problematic and was only getting worse. They do have a marketing coordinator that has been with this company since 2010 and is doing an overall good job. However, it was becoming increasingly obvious that the marketing efforts were not moving the company forward. An additional issue, that most small businesses face, is a limited budget that restricts large-scale marketing campaigns.

Critically, this company had no method or expertise for regularly and accurately measuring the return on investment for marketing initiatives and individual activities. They needed a marketing consultant with the content development and metrics expertise to help the company achieve the objective of increasing sales revenue by 20% over the next year.

They ended up choosing Smart PR Communications for the following reasons:

- Proven success in increasing sales through marketing.
- Expertise in the technology sector.
- Data-driven strategies with measurable outcomes.
- Strong communication skills and collaborative ability.
- Cost-effectiveness and adherence to budget constraints.

Our Solution

Smart PR Communications likes to move quickly by developing and implementing a comprehensive strategic set of long-term and short-term objectives. This allows us to deliver meaningful short-term wins that contribute to the achievement of more sustainable marketing and sales objectives.

Our first step was to conduct a comprehensive marketing audit that included:

- Website and SEO performance
- Current lead generation and conversion processes
- Digital marketing campaigns and their effectiveness
- Brand positioning and market perception

We immediately set up measurement metrics using Semrush. Our Advanced Semrush Certifications, along with a close working relationship with Semrush allowed us to collaborate with Semrush experts to customize a truly informative strategy for this company. We then created a simple, but powerful plan that included:

- SEO and Content Marketing: To enhance online presence through targeted SEO strategies and high-quality content creation.

- **Lead Generation:** Implement advanced lead generation techniques, including targeted email marketing and a modest but powerful Google Ad campaign.
- **Brand Positioning:** Strengthen brand visibility through thought leadership content, webinars/podcasts, and participation in industry events.
- **Multiple-Source Data Analysis:** In addition to Semrush, this included the client's CRM to ensure all decisions going forward were data-driven.

We rolled out digital marketing campaign across multiple channels (social media, email, PPC, etc.), optimized the website for better user experience and higher conversion rates, and developed and distributed valuable content to attract and engage potential leads

By generating weekly analytics reports with key information such as a breakdown of website traffic, exactly what was generating the most traffic and what needed to be improved, gaps in the sales funnel and what to do about it, and a comprehensive metrics and strategy comparison of the company's top 4 competitors, we were able to pinpoint how well the campaign and its components were working every week—what we should capitalize on and what needed to be tweaked.

Having these metrics was the basis for all of the keyword-optimized content we created for this company such as blog posts, webpage copy, social posts, emails, etc. We were also able to identify 2 of this company's channel partners, that we regularly work with, and apply for market development funds—offsetting a significant portion of our fees.

Their Success

This client began experiencing short-term wins, such as increased organic traffic, from day one of working with us. They were also very impressed with the quality of the customized, original content we created for them and how closely it aligned with the metrics.

By the second month of working with us, they began to see more qualified leads. Midway through this second month, they began to see a higher rate of conversions.

This company's Vice President of Sales and Marketing said, "The progress that we were making toward achieving our sales objectives was transparent. We never wondered, and I want to stress the word 'never' what kind of return we were getting by working with this company (Smart PR Communications). They had the technology industry connections and expertise we were looking for. At one point, they asked if we would be willing to recommend them. The funny thing is that we already had."

This client continues to experience major benefits such as high-quality leads, enhanced online visibility and brand recognition, improved conversion rates leading to higher sales, and clear measurement of marketing ROI. After the first year of working with us, this client was able to attribute 17% of its 22% increase in sales revenue either directly or indirectly to the services we provide.