



Lead Generation Produces Stellar Results Following Company Merger

Marketing Activities Generate 65% of Leads and 68% of Revenue

Invenio Solutions is an industry-leading sales and marketing solutions provider for business-to-business organizations. Formed through the merger of three companies, Invenio has five offices across the US and Canada and has worked with numerous enterprise organizations to grow their revenue. With a wealth of experience, Invenio takes pride in delivering proven results to its customers through the implementation of various services including lead development, lead nurturing and inside sales outsourcing.

WHAT WAS THE OPPORTUNITY?

Company Merger Creates Need for New Branding and Lead Generation

The Lead Dogs, a long-time Launch Marketing client, was in the process of merging with other entities to form what ultimately became Invenio. With no internal marketing, the organization sought a full-service marketing firm capable of delivering strong results. Since they had worked with Launch previously, the executives engaged Launch to develop an identity and positioning for the new organization as well as an integrated plan to generate qualified leads to fill the sales pipeline.

WHAT WAS OUR SOLUTION?

Comprehensive Approach to Marketing

Launch Marketing recommended an inclusive approach to marketing that spanned branding, messaging and positioning, as well as plan development and execution while functioning as Invenio's virtual marketing team. This approach was developed while keeping in mind the marketplace presence of the three companies involved in the merger, and the goals and core values of the newly formed Invenio.

WHAT DID WE DO?

Marketing Strategy, Brand Identity and Launch Plan Development Plus Ongoing Marketing Execution

Launch Marketing was engaged by Invenio to act as the marketing arm of the company, providing in-depth direction and execution throughout the engagement. Working closely with the executive team, Launch helped to define Invenio's positioning within the industry and identified several target verticals: Enterprise Solutions, Microsoft and Resellers Solutions, as well as Non-Profit and Associations Solutions. Launch also developed a brand identity system for Invenio complete with a logo, comprehensive website and an extensive array of marketing and sales collateral pieces. In addition to designing and publishing the website, Launch was responsible for developing content and ensuring continuity when moving to the new domain to sustain the flow of leads and to recapture the SEO ranking held by The Lead Dogs' website.

Launch also handled the marketing activities surrounding the company's launch, providing additional services in order to drive awareness of Invenio's brand and to begin the process of driving leads through the sales funnel. As part of the lead generation aspect of the engagement, Launch Marketing utilized a variety of marketing tactics including organic and paid search, email marketing, PR and social media to generate leads. Additionally, Launch and Invenio were able to track these leads throughout the sales funnel to see which marketing activities were generating the highest quality leads, allowing for further optimization of the marketing strategy.

WHAT WERE THE RESULTS?

Marketing-Driven Leads Were a Significant Contributor to the Sales Pipeline

In the first quarter of the engagement, marketing activities implemented by Launch Marketing generated a large amount of leads representing 65% of leads for the company and 68% of the projected sales revenue.

Invenio was very pleased with the results and continues to work closely with Launch on a variety of marketing activities. "I appreciate the energy and effort the Launch team puts into everything they do for Invenio. They always keep our goals and budget in mind, and every recommendation is focused on increasing our success. The results they achieve speak for themselves," said John Grady, President and CEO of Invenio Solutions.

"Launch's approach to developing an integrated plan, the thinking behind the plan and the level of detail provided is spot on. We are a fast-growing business and marketing plays an important role in our success – we are glad to have Launch as part of our team!"

John Grady, President and CEO,
Invenio Solutions

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