

Rising Small Business Accelerates Product Launch with Marketing Integration



Client Description: A Baltimore-based, woman-owned business services company

Problem: A \$4 million business services riser developed an innovative SaaS solution for capture management that lacked market visibility. Company planning placed product development at the forefront, while go-to-market strategy fell to the wayside of siloed tactics and undefined value proposition. Digalyne consultants were propositioned to “do whatever you can” to invigorate market visibility, transform digital presence, and ultimately help the company drive sales.

The Solution:

Digalyne initiated biweekly meetings with the company’s CTO and DevOps team to understand product capability, workflow/infrastructure, and immediate and long-term goals for product development and sales. Our Discovery Meeting determined the need for well-defined product messaging, audience segmentation, and an integrated go-to-market strategy with cross-functional delivery.

The Integration:

Digalyne worked with our client to implement a technology integration plan compatible with Microsoft Cloud Services and to determine a budget for a multi-platform digital marketing campaign. Our consultants used Microsoft Planner to facilitate project management across teams, including SEO, DevOps, Sales, and leadership, for easy migration with existing platforms. We determined target audience, marketing platforms, and reporting schedule.

The Rise:

Weekly strategy sessions delivered a tailored product messaging guide, 126 forms of new content mapped to buyer persona journey, and an integrated plan for multi-input touchpoints to reduce productivity lags, increase brand awareness, and optimize cross-device end user experience.

Results: Following 1.5 months of implementation, our client’s website traffic increased from 0 to more than 486 unique visitors from 12 countries, social media followers increased from 331 to 1,412, keyword ranking increased 9.2% by volume, and 18 conversions delivered \$7,164 in sales value. Our client now leverages cross-functional digital strategy and data to refine performance.

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