

How Dunamis Marketing Increased Leads **15x** for an ITSM Data Management Provider

A Case Study on the Power of a Comprehensive
Inbound Marketing Strategy to Generate Leads

The Challenge

Precision Bridge is a 15-year-old Data Management ISV for ITSM Platforms, such as ServiceNow, BMC Remedy, and Cherwell. They offer a software solution that helps IT organizations optimize their data quality, governance, and compliance.

However, Precision Bridge faced a challenge in generating enough demand for their software in a competitive and niche market. They relied mostly on outbound sales and referrals, which were costly and inconsistent. They needed a way to attract more qualified leads and build awareness for their brand and value proposition amongst targeted customers and partners.

The Solution

Precision Bridge partnered with Dunamis Marketing, a marketing agency that specializes in inbound content marketing for B2B software companies. Dunamis Marketing conducted a thorough analysis of Precision Bridge's target market, buyer personas, competitors, and unique selling points. They then developed a comprehensive inbound content marketing strategy that included the following elements:

01 Live Webinars

Dunamis Marketing created and hosted monthly live webinars on topics related to ITSM data management, such as data quality best practices, data governance frameworks, and data compliance regulations. The webinars featured guest speakers from Precision Bridge, industry experts, and customer testimonials. The webinars were promoted through email marketing, social media, and landing pages, and generated hundreds of registrations and attendees.

02 Email Marketing

Dunamis Marketing designed and executed email campaigns to nurture the webinar registrants and attendees, as well as other contacts in Precision Bridge's database. The email campaigns provided valuable content, such as downloadable guides, white papers, case studies, and blog posts, that addressed the pain points and challenges of the target audience. The email campaigns also included clear and compelling calls to action, such as requesting a demo, downloading a free trial, or scheduling a consultation.

03 Social Media

Dunamis Marketing managed and optimized Precision Bridge's social media profiles on LinkedIn. They created and posted engaging and relevant content, such as infographics, quotes, and posts, that showcased Precision Bridge's expertise, thought leadership, and customer success stories.



The Results

The inbound content marketing strategy implemented by Dunamis Marketing delivered impressive results for Precision Bridge within months. The key metrics and outcomes were:



A 15x increase in lead flow

Precision Bridge saw a significant boost in the number and quality of leads generated from their website and landing pages. The leads were more engaged, qualified, and ready to buy.



A 3x increase in website traffic

Precision Bridge's website experienced a surge in organic and referral traffic, as more people discovered and visited their site through webinars, email campaigns, and social media posts.



A 2x increase in conversion rate

Precision Bridge's website and landing pages achieved a higher conversion rate, as more visitors took action and became leads.



A recognizable increase in brand awareness

Precision Bridge's brand awareness and reputation improved, as more people recognized and trusted their name, logo, and value proposition. They also received more positive feedback, reviews, and referrals from their customers and partners.

Client Testimonial

Here are some of the testimonials from Precision Bridge's executives, who were very satisfied with the results and the service provided by Dunamis Marketing:



"A big thanks to the Dunamis team for their marketing support having helped us grow our pipeline of opportunities many times over! For anyone looking for a dedicated, creative marketing agency you can trust to go above and beyond then I highly recommend Dunamis."

- James Warriner
COO of Precision Bridge



"The team at Dunamis Marketing are exceptional and have provided us without an outstanding service. If you are in need of any marketing services (campaigns, mail-shots, design work, social media posts, case-studies, blogs, etc.) for your business, they should be your first port of call."

- Mark Herring
CEO and Co-Founder of
Precision Bridge



The Conclusion

Through strategic collaboration and innovative marketing initiatives, Dunamis Marketing propelled Precision Bridge towards unprecedented success, reinforcing their position as a leader in IT data management. By prioritizing customer engagement and delivering tangible results, Dunamis Marketing demonstrated its commitment to driving sustainable growth for its clients in an ever-evolving digital landscape.