



How Dunamis Marketing Increased Leads 10x for eCIFM with an Inbound Content Marketing Strategy

A Case Study on the Effectiveness of Inbound Content Marketing to launch a new mobile app for an IBM Gold Partner



The Challenge

eCIFM is a 20-year-old IBM Gold Partner and a leading provider of integrated workplace management systems (IWMS) solutions. They offer a comprehensive suite of software and services that help organizations optimize their real estate, facilities, and assets. In 2020, they launched a new mobile app that enabled users to access and manage their IWMS data from anywhere, anytime.

However, eCIFM faced a challenge in generating awareness and demand for their new app among their target markets: higher education, government, and Fortune 500 clients. They had a traditional outbound marketing approach that relied on cold calls, trade shows, and email blasts, but it was not effective in reaching and engaging their ideal buyers. They needed a new strategy that would showcase their thought leadership, educate their prospects, and drive qualified leads to their sales team.

The Solution

eCIFM partnered with Dunamis Marketing, a digital marketing agency that specializes in inbound content marketing for B2B technology companies. Dunamis Marketing conducted a thorough analysis of eCIFM's buyer personas, competitive landscape, and unique value proposition. They then developed and implemented a customized inbound content marketing strategy that included the following elements:

- 01** A series of blogs that provided valuable insights and best practices on IWMS topics, such as space management, asset management, sustainability, and compliance.
- 02** A series of lead magnets that offered downloadable white papers and a series of live webinars on how to optimize IWMS data with mobile technology.
- 03** Landing pages that captured the contact information of the white paper downloads and webinar registrations and added them to an email nurture campaign.
- 04** A social media presence that amplified the reach and impact of their blog posts, white papers and webinars.
- 05** A search engine optimization (SEO) strategy that improved their ranking and visibility on relevant keywords and phrases.
- 06** A marketing analytics dashboard that tracked and measured the performance and ROI of their inbound content marketing efforts.



The Results

Within six months of working with Dunamis Marketing, eCIFM saw a remarkable improvement in their online presence, lead generation, and sales pipeline. The collaboration between eCIFM and Dunamis Marketing yielded remarkable results, surpassing expectations, and delivering a significant return on investment. Some of the key results:



10x Increase in Lead Flow

Within months of implementing the inbound content marketing strategy, eCIFM experienced a staggering 10-fold increase in lead flow from higher education institutions, government agencies, and Fortune 500 companies. The targeted content resonated with decision-makers in these sectors, driving greater interest and engagement with eCIFM's offerings.



Enhanced Market Presence

By strategically positioning eCIFM's mobile app as a transformative solution for workplace management, Dunamis Marketing helped elevate eCIFM's brand presence in key sectors. This heightened visibility not only attracted new leads but also reinforced eCIFM's reputation as an industry leader in IWMS solutions.



Improved Conversion Rates

The quality and relevance of the content created by Dunamis Marketing contributed to a notable increase in conversion rates for eCIFM. Prospective clients were more inclined to engage with eCIFM's sales team after consuming informative and compelling content that addressed their specific needs and pain points.



The Conclusion

eCIFM's case study demonstrates how an inbound content marketing strategy can transform a B2B technology company's marketing and sales results. Through their collaborative partnership with Dunamis Marketing, eCIFM successfully overcame the challenge of lead generation and expanded their client base within targeted sectors. By partnering with Dunamis Marketing, eCIFM was able to leverage their expertise and experience in creating and executing a content marketing plan that aligned with their business goals and buyer journey. As a result, they were able to increase their brand awareness, thought leadership, and lead generation for their new mobile app, as well as their other IWMS solutions.