

Innovative Cloud Storage Provider Drives Growth with Strategic Marketing

In the competitive world of cloud storage, a forward-thinking company has managed to disrupt the market with a solution that offers faster performance, dramatically lower costs, and a significantly reduced carbon footprint compared to traditional providers. This is the story of how they transformed marketing strategy to educate the market and drive the adoption of their groundbreaking technology.

The Challenge

The newly appointed Chief Marketing Officer faced several significant hurdles:

- Lack of market awareness about the benefits of distributed cloud storage
- Misconceptions about the performance and reliability of a lower-cost solution
- Disconnected buyer journey and website user experience
- Difficulty in explaining the complex technology to non-technical decision-makers
- Market inertia and reluctance to switch from established providers

The Solution

Partnering with Vende Digital, the company developed a comprehensive, multi-channel marketing strategy:

1. **Audience Segmentation:** Used tools like 6sense to identify and target specific audience segments, including users of competing services.
2. **User Experience Audit:** Deep assessment of the buyer journey - discovering how people wanted to buy cloud storage.
3. **Multi-Channel Content Strategy:** Created diverse content types to educate potential customers at every stage of the buying journey.
4. **Targeted Advertising:** Launched campaigns on LinkedIn and Reddit, tailoring messages to specific job roles and industries.
5. **Interactive Tools:** Developed an online savings calculator for potential customers.
6. **Thought Leadership:** Positioned company executives as thought leaders in cloud storage.
7. **Account-Based Marketing:** Implemented an ABM strategy to focus on high-value target accounts.

The Results

The new marketing strategy yielded impressive results:



Website traffic to key product pages increased by over **1000%** quarter-over-quarter



LinkedIn campaigns achieved click-through rates **24%** higher than industry averages



The company's retargeting audience grew from **1,640** to **14,000** users in one quarter



The online savings calculator became a powerful **lead-generation** tool



Significant increase in **inbound leads**, particularly from enterprise-level companies



Notable **market share growth**, especially among companies previously using major cloud providers or smaller competitors



Key Takeaways

- 1 Education is crucial when marketing disruptive technologies in the B2B space.
- 2 Interactive tools can be incredibly effective in demonstrating concrete benefits.
- 3 A multi-channel approach allows you to reach decision-makers at various levels and across different industries.
- 4 Leveraging data tools enables more targeted and effective marketing efforts.
- 5 Consistency in strategy execution yields the best long-term results.



We love all things B2B and marketers who make it all work. If you'd like to learn more, book a time that works for you, and let's make it happen.

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