

B2B Tech Company Accelerates Growth with Strategic Digital Marketing

A leading systems integrator struggled to translate its technical expertise into marketing success in the competitive world of server-based application platforms and data center infrastructure. Despite over two decades of industry experience and a solid reputation for innovative solutions, the company fell behind in the digital space.

The Challenge

The head of marketing faced a daunting task:

- Stagnant website traffic and poor social media engagement
- Lack of effective communication of the company's expertise to potential clients
- Falling behind competitors in digital presence despite being an industry leader in tech solutions
- Need to generate more high-quality leads and establish thought leadership

The Solution

By partnering with Vende, the company embarked on a comprehensive digital transformation:

1. Developed a targeted marketing strategy
2. Identified ideal customers and analyzed their online behavior
3. Crafted key messages highlighting the company's unique selling points
4. Launched multi-channel digital campaigns (LinkedIn, Google Ads)
5. Optimized the website and developed a thought leadership content strategy
6. Implemented Account-Based Marketing (ABM) tactics

The Results

The partnership yielded impressive results within the first quarter:



13% increase in overall website views and **46%** increase in sessions



LinkedIn following grew by **4%**, with organic post engagement increasing by **31%**



200% increase in LinkedIn comments



Retargeting audience size grew from **1,640** to **14,000** users (an **854%** increase)



Exceeded ABM engagement goal, reaching **27** companies against a target of **24**



Google Ads performance improved: **12%** increase in clicks while spending **35%** less



Nearly met the ambitious goal for contact form submissions: **37** leads against a target of **38**



Key Takeaways

- 1 Brand presence is crucial in B2B tech:** Even in traditional industries, a strong online presence is essential for connecting with customers and showcasing value.
- 2 The holistic approach yields best results:** Addressing all aspects of brand presence, from website to social media to content marketing, achieves comprehensive improvement.
- 3 Targeted messaging resonates:** Crafting key messages highlighting unique selling points helps cut through the noise in a crowded market.
- 4 Data-driven strategies work:** Analyzing customer behavior and implementing ABM tactics leads to more effective marketing efforts.
- 5 Continuous adaptation is key:** The marketing landscape is constantly evolving, and staying ahead requires ongoing effort and strategic partnerships.



Are you ready to experience measurable growth with marketing? We're here when you're ready.

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