

LeadMD Case Study

CSS Impact

Building a Ground Up
Demand Generation
Program



Founded in 2003, CCS Impact is a software solution company that prides itself on delivering innovative products and services to the market. Big on vision, but small on resources, the California-based company sought to enhance its own sales efforts by introducing Salesforce.com in 2008. While this initiative was a giant step in the right direction, CCS' Marketing department was still operating in the Dark Ages. When the company tried to break into a new niche using traditional marketing techniques, the results were less than stellar.

Until LeadMD stepped in



LeadMD Collaborates with CSS Impact to Make Sales & Marketing Vision a Reality; Benefits Include 450% Jump in RIO in 30 Days.

"We were painfully aware of the need to generate better leads for our Sales team, but were limited in terms of time, resources and expertise," said Carl Briganti, CEO of CSS Impact. "Our marketing capabilities did not match our marketing goals."

Lack of Resource Wall Comes Down

CSS Impact began searching for a solution in late 2008. In addition to marketing software, the company also needed an experienced Salesforce.com partner who could show the sales team how to use the product effectively. Carl met Justin Gray, CEO of LeadMD at a trade show and the relationship was established. A year later, CSS decided to invest in Marketo's on-demand marketing tool; however the system remained dormant for five months, until CSS hired LeadMD to implement it.

According to Justin, LeadMD's biggest hurdle was getting CSS to turn over the reins. "Before we entered the picture CSS, was beating their head against the 'lack of resource' wall. Sales was not using a uniform database and Marketing was overwhelmed with too much vision, but a lack of know-how."

Case in point: Revamping CSS' Web site, which was in the works for 12 months. LeadMD came in and turned the Web site into a true online resource in 20 days. The company also:

- + Re-tooled the CSS' Marketing department
- + Defined a streamlined Sales process
- + Integrated Sales and Marketing processes into Salesforce.com and Marketo
- + Rolled out an online demo campaign in 45 days
- + Increased on-demand demos 35%, saving valuable employee time
- + Integrated a Lead Scoring model around content marketing
- + Established both 10 & 20 week lead nurturing campaigns

In 30 days, LeadMD installed and integrated Marketo into Salesforce.com
– Justin and his team trained CSS Marketing on Marketo and the CSS Sales team on how to fully leverage Salesforce's capabilities
– For the first time in CSS history, the Sales team began to collaborate with Marketing, instead of ignoring them.



After hiring LeadMD, CSS experienced immediate and tangible benefits including a 450% ROI on the lead recycling campaign. Now, instead of withering and dying from neglect, all online leads are nurtured according to where they are in the buy cycle. In addition, the cost per lead (CPL) has dropped 18% to date, a number which is predicted to fall further over time.

Bright Future -- Long Term Relationship

LeadMD has become CSS' change agent and is now entrusted with managing the company's Marketing department. All databases have been merged and de-duped and the use of accurate customer data and opt-in lists has enabled the Marketing database to grow 1,200%. Justin and team meet regularly with the CSS' Marketing group to discuss goals and devise tactics to translate those goals into reality.

CSS' old sales system of using Outlook to schedule appointment has been totally replaced by Salesforce.com. Everyone on the Sales team has adopted and embraced the tool. With LeadMD's help, CSS now has a process that allows Sales and Marketing to communicate through Salesforce.com.

Marketing is able to provide nurturing messaging from the top of the funnel through the customer lifecycle, while Sales maintains visibility into those efforts and can prospect more effectively with email and tailored messaging provided by Marketing. It's a highly collaborative that is paying off in spades.

About LeadMD

LeadMD is a conversational marketing services firm specializing on organic lead generation. Headquartered in Phoenix, LeadMD helps companies fix their funnel by leveraging cutting edge sales and marketing technology to produce quantifiable revenue based results www.leadmd.com.

“We talk about the sales process as it relates to campaign-driven leads and how to dial in the nurturing aspect,” said Justin. “In essence, we enable CSS to function like a much larger entity.”

