



# 10 Inbound Leads a Day... And Growing...

Demisto quadruples monthly inbound leads in six months  
with Targeted Content Marketing and Demand Generation.



marketheed



TECHNOLOGY MARKETING  
CASE-STUDY



6 MONTHS



4X GROWTH

OUR CLIENT



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## RESULTS SUMMARY

6 Months



**3x**  
Increase in Visits

**4x**  
Increase in Leads

**4x**  
Total MQLs

Through MarketHeed's efforts Demisto's website quickly became their best source for leads, generating more targeted traffic and quality leads than any other marketing source. In just six months, the company's lead growth soared generating **more than 10 leads per day and is still growing.**

## 1. PARTNERS THAT PUT DEMISTO'S MARKETING PLAN ON A FAST-TRACK

Demisto approached MarketHeed just before their official launch in May 2016. They were looking for a full-service inbound marketing agency that would lay the groundwork for building a lead generation engine to fuel their business growth.



*Demisto understood early on that inbound is a journey, not a race. It takes time to generate results. That helped us focus on the bigger picture and avoid distractions.*

MarketHeed partnered with Demisto to identify and refine their buyer personas, analyze their business and marketing goals, build a marketing plan to achieve those goals and establish KPIs to measure progress.

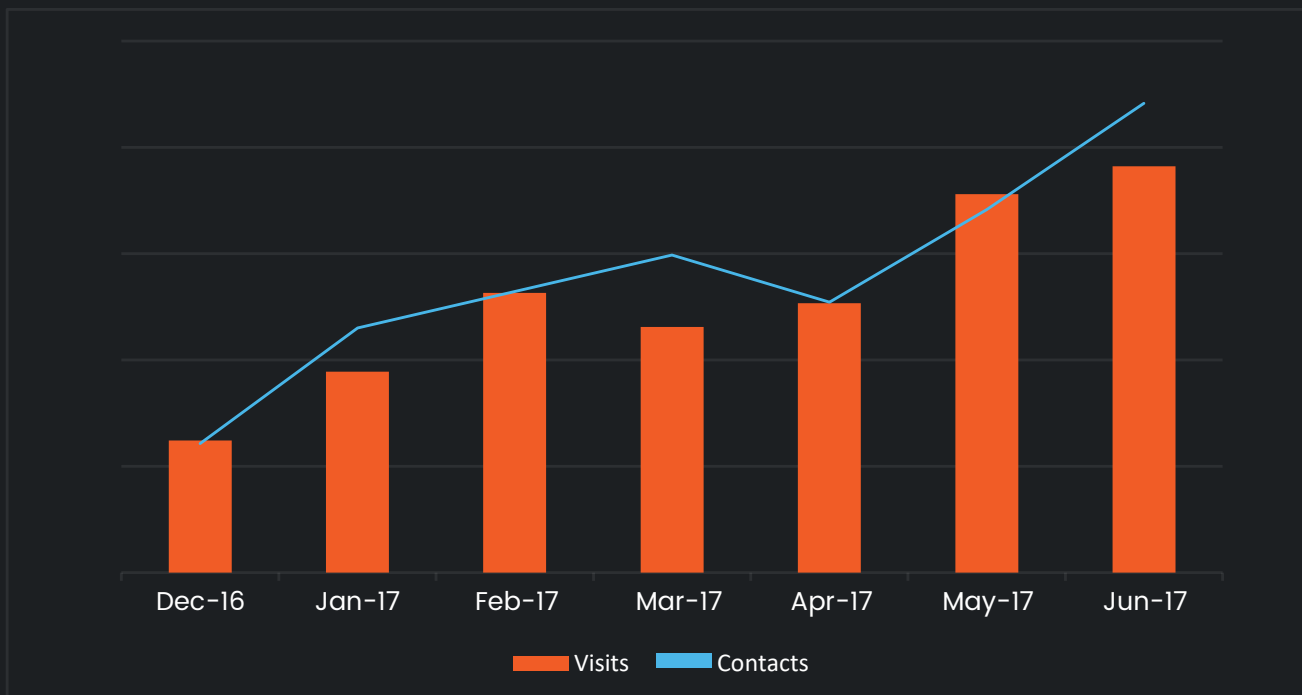
## 2. SET UP THE LEAD GENERATION ENGINE WITH HUBSPOT

As a HubSpot Gold Certified Partner, MarketHeed understood the need for marketing automation to accelerate Demisto's marketing efforts and fuel business growth. We introduced them to HubSpot and offered our managed services to get them started.



*CTAs that were strategically placed on the website clubbed with the best content and other offers played a pivotal role in conversion optimization for Demisto.*

We implemented CTAs, forms and landing pages to help them convert website traffic into quality leads. We implemented proper tracking tools and established KPIs to measure progress and prove ROI of our marketing activities. With our HubSpot management service, Demisto was able to accelerate their marketing efforts and achieve tremendous growth.



*\*Please note: Actual Numbers are hidden to protect client privacy*

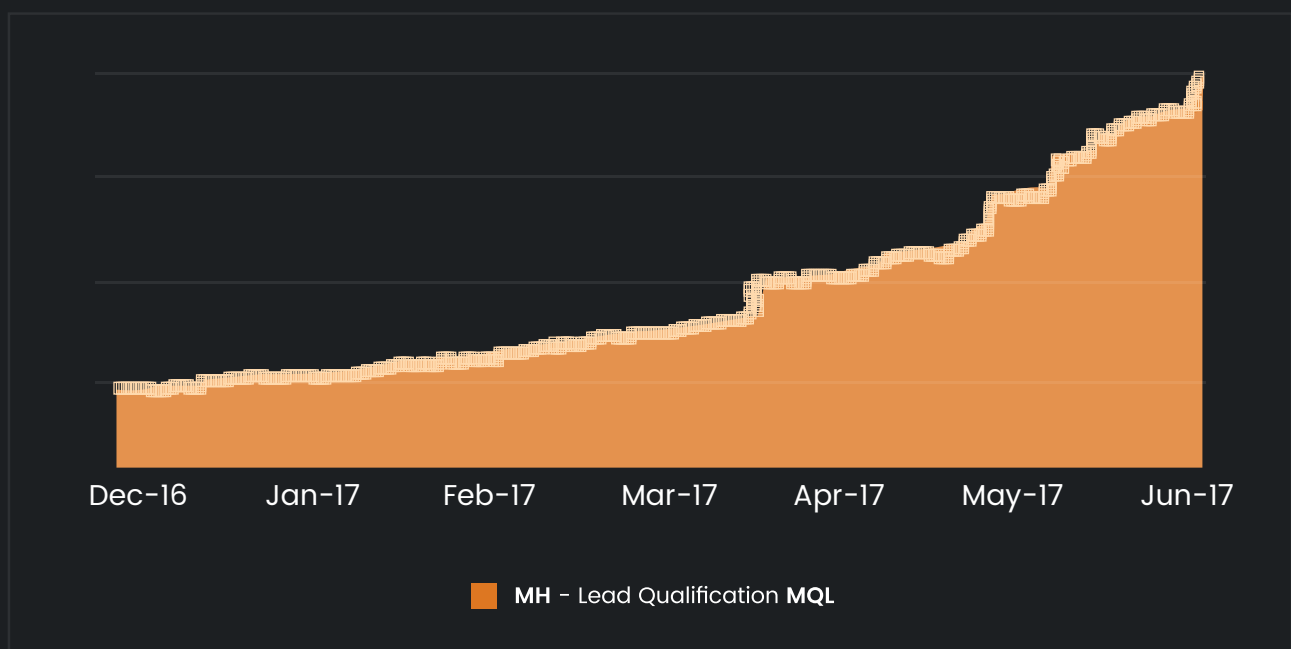
### 3. CONTENT MARKETING TO BOOST AWARENESS AND GENERATE LEADS

Demisto didn't just want a content marketing strategy, they wanted to establish themselves as a "Thought Leader" in the cybersecurity industry.



*Using the Thought Leadership content we created, Demisto got high-profile media placements (Network World, DarkReading, etc.), more visibility and better brand awareness.*

Using the information we collected during our discovery sessions, we created a well thought-out and extensive strategy that was aligned with their business goals. Our content plan completely fleshed out different buyer's journeys detailing how each of their buyer personas would move through the funnel while consuming different content offers and ultimately become Sales Ready Leads. The plan accounted for each of the personas pain points and provided content that addressed these challenges at the top, middle and bottom of the marketing funnel.



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We also defined conversion paths for each of Demisto's personas and identified different CTAs and offers that would help them generate new leads and allow existing leads in the nurturing campaigns to progress to the next stage of the buying cycle. We knew early on that creating trust with customers by letting them try the Demisto platform would go a long way before getting them to buy into a long term commitment. So we recommended an offer for "Demisto Free Edition", which over time has been extremely successful.



*1/3<sup>rd</sup> of all monthly inbound leads at Demisto are generated by "Demisto Free Edition" offer.*

## 4. DEMAND GENERATION TO ACCELERATE GROWTH

To accelerate growth, MarketHeed implemented various demand generation strategies for Demisto.

Using content amplification platforms like Outbrain, we boosted traffic to Demisto's website significantly. In a short time, leads generated from our efforts using Outbrain and other channels quickly surpassed Google AdWords campaign showing that channels other than Google Ads for demand generation are just as important.

Sponsored Updates on LinkedIn proved to be an excellent way to promote content offers such as whitepapers.




*With a conversion rate of approx. 20%, LinkedIn generated very high quality leads at a relatively low cost.*


Once the prospective customer leaves your website, there is a very slim chance of them returning to the website. To ensure that Demisto always stays 'top of mind', we suggested that they implement remarketing campaigns. Using remarketing, we could strategically position ads in front of a targeted audience that had previously visited their website – a way to lure them back to the website and keep them engaged. Demisto saw a huge jump in number of leads after implementing this plan making it one of the best ROI generating channels for them.


## **SPEED-UP DEMAND GENERATION. ACCELERATE GROWTH.**

There is no "one-size-fits-all" when it comes to technology marketing. Contact us today and our team of expert technology marketers will draft an all-encompassing marketing strategy for your company that will help you speed-up demand generation, maximize marketing ROI and accelerate business growth.

[Schedule a Consultation](#)

 **MarketHeed LLC**  
2010 Crow Canyon Place Suite 100  
San Ramon CA 94583

 **Phone:** 925.854.2468

 **Email:** [sales@marketheed.com](mailto:sales@marketheed.com)

 **Web:** [www.marketheed.com](http://www.marketheed.com)