

Overview

Real Property Tax Advisors (RPTA) is an expert in solving a problem many B2Bs have: commercial property is over-assessed and over-taxed. The trouble is most companies accept property taxes simply as the price of doing business and never question the expense.

So how do you target enterprise-level CFOs who don't realize they have a problem for which there is a solution that isn't complicated or daunting?

Services Delivered

- + Market Research
- + Content Syndication
- + Demand Generation
- + HubSpot Marketing Platform
- + Email Marketing
- + Social Media
- + Paid Advertising

Our Approach



Research and Discovery: Conducted market research to shape RPTA's demand generation program, identifying key audience segments to develop targeted educational outreach strategies.



HubSpot Marketing: Implemented HubSpot to distribute personalized emails and create landing pages to effectively engage and convert RPTA's identified target audience.



Social Media: Launched a thought-leadership video series on LinkedIn, crafting content that resonated with their audience's challenges and perspectives.



Paid Advertising: Developed a paid advertising strategy targeting a precise audience using data insights to enhance visibility and engagement across key digital platforms.



Content Syndication: Facilitated a partnership with CFO.com for a webinar, strategically enhancing RPTA's reach and credibility among financial executives and further solidifying its position as an industry expert.

Results



490% increase in monthly qualified leads

Marking a significant boost in engagement and potential customer acquisition



53% of new qualified leads were sales-ready

Indicating a high level of engagement and interest from the target audience



100% of webinar attendees satisfaction

Highlighting the relevance of materials and fulfillment of learning objectives



25% cost per click of initial cost

With the cost per lead significantly reduced to under half



10 min average video series view time

Vlog series consistently engaged viewers, indicating strong content relevance and audience interest



100% increase in engaged leads

Lead scoring indicated personalized marketing content resulted in more engaged leads, simplifying qualification and increasing sales readiness

Conclusion

Marsden Marketing's strategy for RPTA effectively transformed their market engagement by leveraging market research, engaging thought leadership, paid advertising, and content syndication. This strategy educated RPTA's audience about overlooked tax reassessment opportunities and simplified the solution.

The result was a notable increase in lead quality and sales readiness, alongside a decrease in acquisition costs. Marsden's expertise in demand generation connected RPTA to its untapped market, showcasing the power of informed, focused marketing initiatives.

"Marsden crafted and delivered a demand generation program that got us more qualified leads in the first 3 months than we'd seen in the past 3 years."

Anne Sheehan, CEO | RPTA

Interested in learning how Marsden Marketing can help you attain these results?

Schedule a call to learn how.