

QMATIC

CASE STUDY

Driving Demand Generation for Aggressive Growth Strategy

OVERVIEW

Qmatic, the global leader in customer journey technology solutions and insights headquartered in Sweden, needed to redesign their web presence to create a demand generation tool that drove new leads as a part of an aggressive growth strategy in the United States.

The objective was to position Qmatic as the leader in customer journey management in the U.S. with improved branding, messaging, web presence and demand generation programs that clearly communicated their value proposition, extended their reach and generated leads.

“Marsden Marketing’s strong track record with business technology clients demonstrated their ability to drive our global initiatives with a world-class web presence, thought leadership, brand building, and demand generation activities to fuel our expansion in the U.S.”

- VP & Chief Marketing Officer

APPROACH

- **Branding and Redesign:**
New company branding included a new tag line and redesign of the Qmatic website that was designed to stand out from the competition
- **Buyer Personas:**
The look and navigation of the site focused on their key target markets (in retail, public, finance, and healthcare sectors)
- **Personalization:**
Utilized strategically placed custom calls-to-action that help guide visitors through their own customer journey
- **Integrated Campaign:**
An integrated suite of demand generation programs was instituted including email marketing, social media, and content marketing

INTEGRATED MARKETING ELEMENTS:

- Buyer Persona Interview
- WordPress CMS
- HubSpot Automation Platform
- Personalized Emails
- Targeted Landing Pages
- Social Media Promotion

CONCLUSION

The experience Marsden Marketing has with B2B technology clients was a huge help to moving quickly with Qmatic since Marsden already spoke the industry language.

Marsden was able to drive all of Qmatic's global initiatives by turning their website into a tool for thought leadership, brand building, and demand generation that helped fuel Qmatic's expansion in the United States.