



How Diagonal Consulting Discovered The Power Of Inbound Marketing

Located in the Philadelphia suburb of Berwyn, Diagonal Consulting was founded in 1986. The technology company is an international systems integrator, SAP Partner and reseller that provides implementation, training and support services. They are dedicated to helping businesses and organizations streamline operations, reduce IT costs and improve reporting capabilities.

In 2004, Diagonal was acquired by U.K. technology services company Morse PLC, which in turn was acquired in 2010 by another U.K. technology services company, 2e2.

As a U.S.-based subsidiary of a large U.K. company, Diagonal was struggling to get local business in a very competitive technology sector.

This is their story.

The Problem: No Visibility, No Marketing

When it came to the internet, Diagonal Consulting was nowhere to be found. For a technology services company, this is simply unacceptable.

The company had an extremely minimal web presence. Although the parent company had a website, anyone looking for Diagonal had to dig deep into the parent site to even find evidence of the firm's existence.

Such relative invisibility is, of course, a huge problem for anyone – but the problem is amplified for marketing technology companies, where search optimization and a strong online presence are integral.

Beyond a lack of web presence, Diagonal had no real marketing to speak of, either. They were relying on word of mouth and the occasional customer referral for their sales and lead generation.

The Solution: Reality Marketing™

Square 2 Marketing began working with Diagonal on branding and website development. From initial onset, there was a particularly strong focus on one extremely important aspect of Square 2 Marketing's proven and multifaceted **Reality Marketing™** approach: being remarkable.

In his book, "Purple Cow: Transform Your Business by Being Remarkable," Seth Godin writes:

"Go for the edges. Challenge yourself and your team to describe what those edges are (not that you'd actually go there), and then test which edge is most likely to deliver the marketing and financial results you seek."

The more time Diagonal spent with Square 2 Marketing, the more they understood not only why being remarkable is so important, but how Reality Marketing™ provides technology services leaders with the platform to think and speak differently about their products or services.

But doing things differently doesn't always come easy.

Diagonal



An Aggressive Content Strategy

A fundamental piece of any comprehensive inbound marketing strategy is developing a **significant amount of content**: content for the website, content for emails, content for whitepapers, content for blog posts ... you get the idea.

Diagonal acknowledges that it took them a while to feel comfortable taking the leap of faith to trust Square 2 Marketing with developing and posting the kind of content that drives traffic, while, in Seth Godin's words, "testing the edges" a little bit more than they had previously.

Initially, Diagonal was looking for the perfect content with the perfect sentences and the perfect words saying the perfect things about the information technology services they provided. By attempting to articulate perfection, though, Diagonal failed to connect their message to their target audience, and was losing the marketplace momentum inbound marketing is designed to create.

One blog post in particular created a high level of discussion. Diagonal was unsure about the content, but the team at Square 2 Marketing confidently provided assurance that it was the right thing to do. Diagonal published the post, and received the highest number of page views of anything the company had published up to that point.



A Focused Social Media Strategy

In addition to developing Diagonal's web presence and content marketing strategy, Square 2 Marketing developed and implemented a focused social media approach that concentrated on LinkedIn as a **lead generating machine**.

This was exactly the right strategy, given that LinkedIn is a significant social media platform in the SAP marketplace. In addition to company pages, there are also many SAP-specific groups and discussions taking place on LinkedIn.

Square 2 Marketing and Diagonal worked together to repurpose content specifically for the LinkedIn audience. Delivering articles, e-books and other educational **content in context** helped establish Diagonal Consulting as a thought leader in the \$100 billion SAP marketplace.

A Huge Increase In Traffic

Diagonal started getting leads that were turning into real clients, which is great news in a business where a typical client engagement might easily gross \$1 million or more.

The website traffic numbers tell the story: In July 2012, Diagonal's monthly website traffic was at a meager 39 visits. One year later, in July 2013, traffic was up an astonishing 2,835% to 1,145 visits.

But it gets better.

Diagonal





Acquired!

As a result of Square 2 Marketing's efforts, Diagonal had some large companies under the impression that they, as companies, were a lot bigger than in actuality. Getting noticed in this way is never a bad thing, of course, and in Diagonal's situation, it paid off.

In February 2013, Diagonal was acquired by G3G, an SAP Gold Partner that delivers integrated SAP and Business Intelligence solutions, enabling enterprises to reach strategic business goals through innovation and business process efficiency that leverages SAP, Oracle and other leading software.

Ready to start your own inbound marketing success story?

Contact Square 2 Marketing – the professional services practice leader – to learn more about how we deliver the power of inbound marketing for your company.

Square 2 Marketing – Leading the Reality Marketing and Inbound Marketing Revolution!

Diagonal

