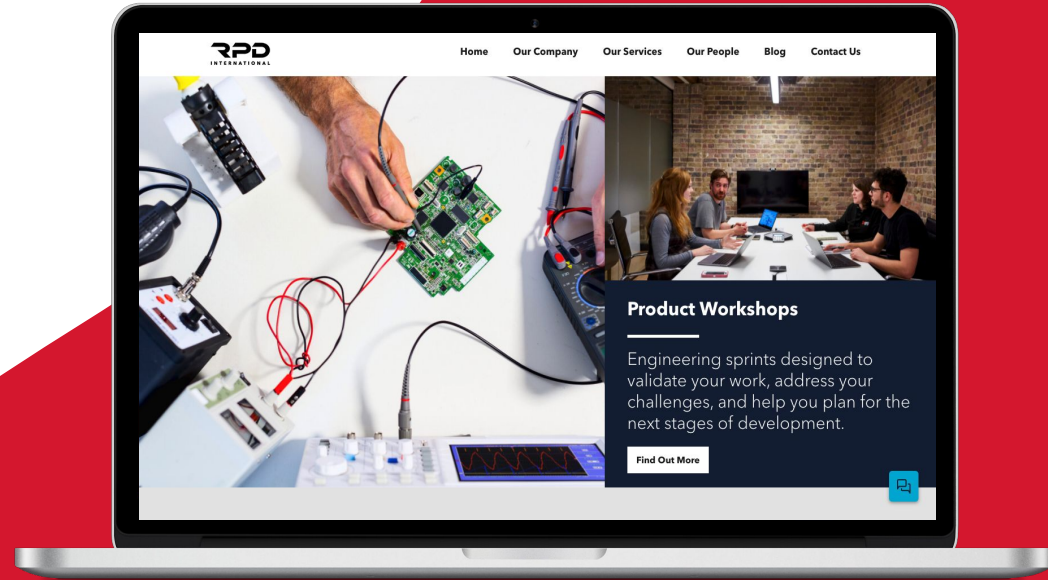


GROWTH TRIBE CASE STUDY

How a B2B product development firm adopted Growth Marketing to increase online leads 5X.



About RPD International

RPD International partner with businesses to execute on hardware innovation and product development - "From Concept to Manufacture".

They offer end-to-end services helping clients innovate, design, engineer, prototype and scale products.

RPD International sits in the cross-section of traditional industry and innovation.

With the help of Growth Tribe training, the business adopted the Growth Marketing approach to optimise their online acquisition funnel.

The result was a 5X increase in high quality leads through online channels and a transformed marketing strategy.

Online Marketing Gap

RPD International were in the unique position of acquiring clients through inbound channels. The team saw an online marketing gap and the potential to increase their leads.

The goal of the business was to ramp up online acquisition and optimise digital channels.

After researching different strategies and approaches, the marketing team decided to fill the gap in their marketing with the Growth Marketing approach.

Challenges to Overcome

1.

No previous B2B online acquisition funnel.

2.

Low volume of digital leads.

3.

Limited resources and marketing data for testing.

Why Growth Tribe?

“During my research, the [Growth Tribe Course](#) was definitely my favourite. Cheaper courses didn't seem worth it - it would have been learning things I probably already knew. You learn something unique with Growth Tribe.”

Matheus De Araujo Freitas,
Business Development & Marketing Manager



[VIEW COURSE PROGRAM](#)

The Solution

Rapid Experimentation.

The team have adopted rapid experimentation to optimise campaigns. They plan to run 15 campaign tests this year, in bi-weekly sprints to collect and analyse results as efficiently as possible.

Collaborative Teams.

Business development and marketing functions work closely together to ensure marketing experiments focus on metrics that drive business growth.

Tooling & Automation.

New tools, ad platforms and automations were necessary to implement acquisition tests.

“I was interested in this new emerging field of marketing. Growth hacking is a slightly gimmicky term... but Growth Tribe follows through on those buzzwords.”

**Matheus De Araujo Freitas,
Business Development & Marketing Manager**

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Key Results



A 5X increase in online B2B leads.

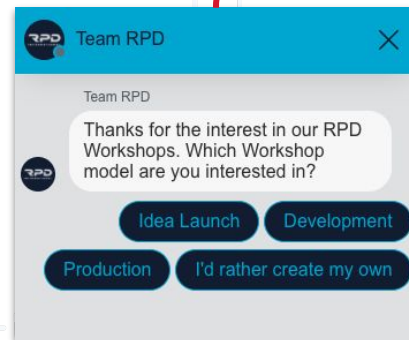
The team found success in building a tech stack around **Google Ads and Drift**. Through Google Ad campaigns and implementing an interactive chatbot on-site, the team were able to nurture online leads in real time. With these optimisations - and without increasing marketing budget - they were able to increase monthly leads 5x.

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RPD International | From Concept to Manufacture

We power hardware development and manufacturing with the world's best companies. Specialising in rapid product development, taking you from prototype to production. In-House Team. Chat Support Available. ISO Certified Business.

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5x

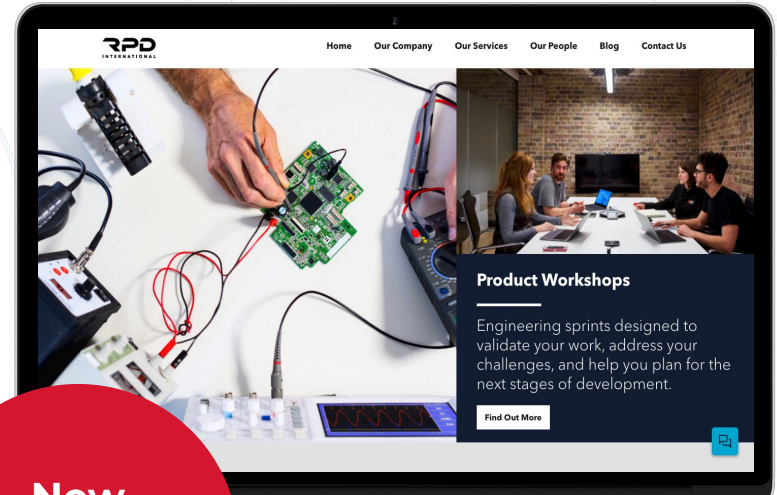
Increase in
online leads

A new validated product.

The business offered end-to-end product development which began with an initial workshop with new clients.

Through testing, they discovered that this was their WOW-moment and that there was a demand for this workshop as a stand-alone product and as a key lead generation mechanism.

New
product
validated



Learn how to unlock business growth through rapid experimentation in our **Growth Hacking Crash Course.**

[Learn More](#)

