

How Squaredot Turbo Charged PSI's Lead Generation Engine

Clients

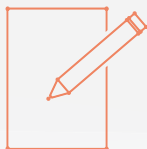


Founded in 2004, PSI Mobile is dedicated to the innovative use of mobile technologies that enhance data-driven decision making. Their SaaS solutions improve efficiencies, provide greater control of business processes, and form the backbone of the Utility, Energy, Telecommunications and Government sectors in over 40 countries worldwide throughout the UK, Europe, Africa, America and Australia.



David Costello
CEO

Brief



PSI wanted to grow their brand into international markets, launch a new website, and engage with Inbound and Content Marketing to attract more leads and opportunities. "We know there are opportunities being won out there, we're just not getting to the table often enough", David Costello, PSI CEO.



Approach



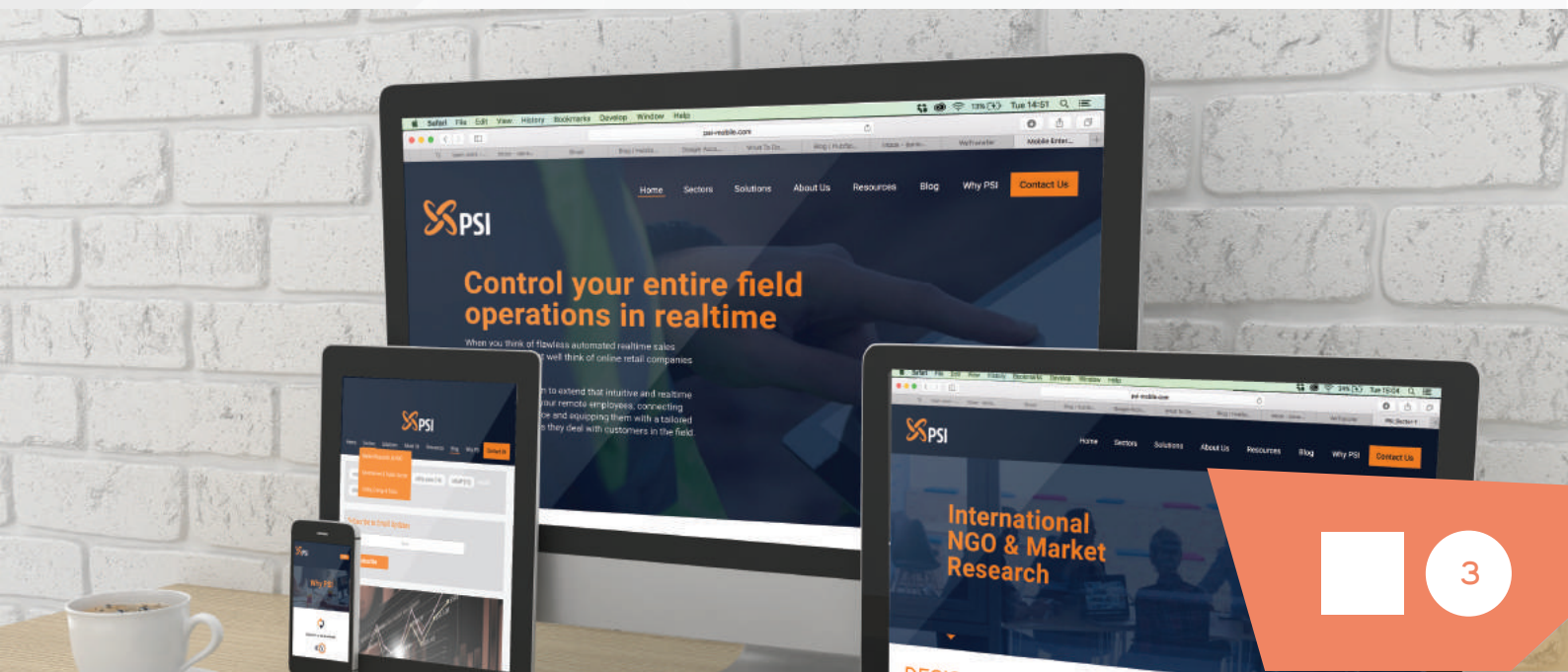
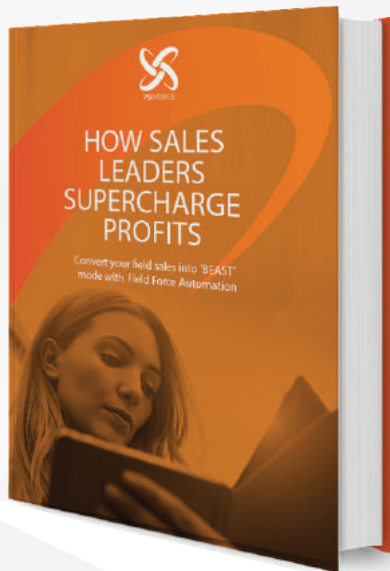
We listened and understood PSI's challenges, strategy, goals and vision. Telco, Energy & Utility verticals were targeted. We executed a root and branch research and understanding of these sectors from PSI's perspective. Through research and interview we honed in on two persona to target, Sales Leaders and Compliance Managers.

"After a number of conversations with the Squaredot team we knew they were the right fit for us, they really listened to our requirements, understood the challenge and made sense when they spoke about inbound marketing as a solution. They approached the challenge from a strategic business perspective and the marketing plan evolved from there, I liked this approach. Furthermore they had an excellent knowledge of sales and were keen to involve the sales team at all times, they said that sales and marketing need to be aligned in this journey which I am seeing the importance of now"

David Costello, PSI CEO.

We researched, wrote, designed and promoted valuable content in the form of regular, blogs, eBooks, infographics, videos and other social media assists and direct response advertising. We moved their website to Hubspot's COS and rolled out content schedules across all social media channels. More recently, in May 2016, we rebranded their visual identity and designed, developed and launched their new website.





Results



Summary of Results

In the six months of the campaign PSI's website attracted and generated:

8271

Website Visitors

293

New Contacts
and Leads

Several hyper targeted demand generation campaigns were set up on LinkedIn, Facebook, Twitter and Google remarketing to attract PSI's ideal prospects to their website and convert them into marketing qualified leads.

Website Traffic Results

Compared to the previous six month period website visits increased from 5,412 to 8,271 a 35% increase on the previous period. New contacts and leads increased from 23 to 293 in the same period.

Summary Highlights (Oct 2015 - Mar 2016)

8,271 website visits
293 new contacts and leads
151 marketing qualified leads
28 sales qualified leads



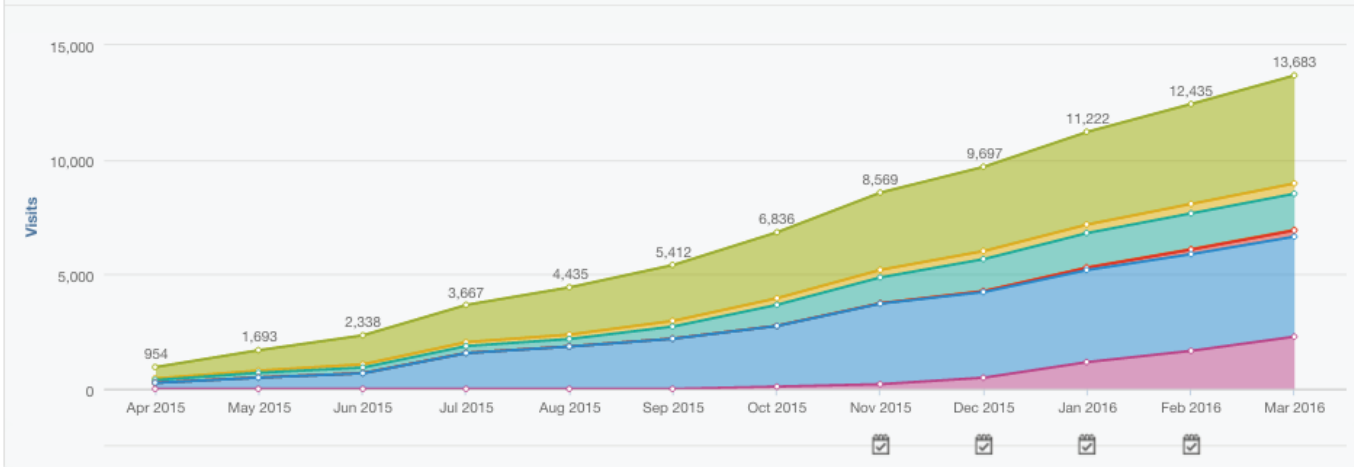
Results



☒ Standard
 ☐ Cumulative

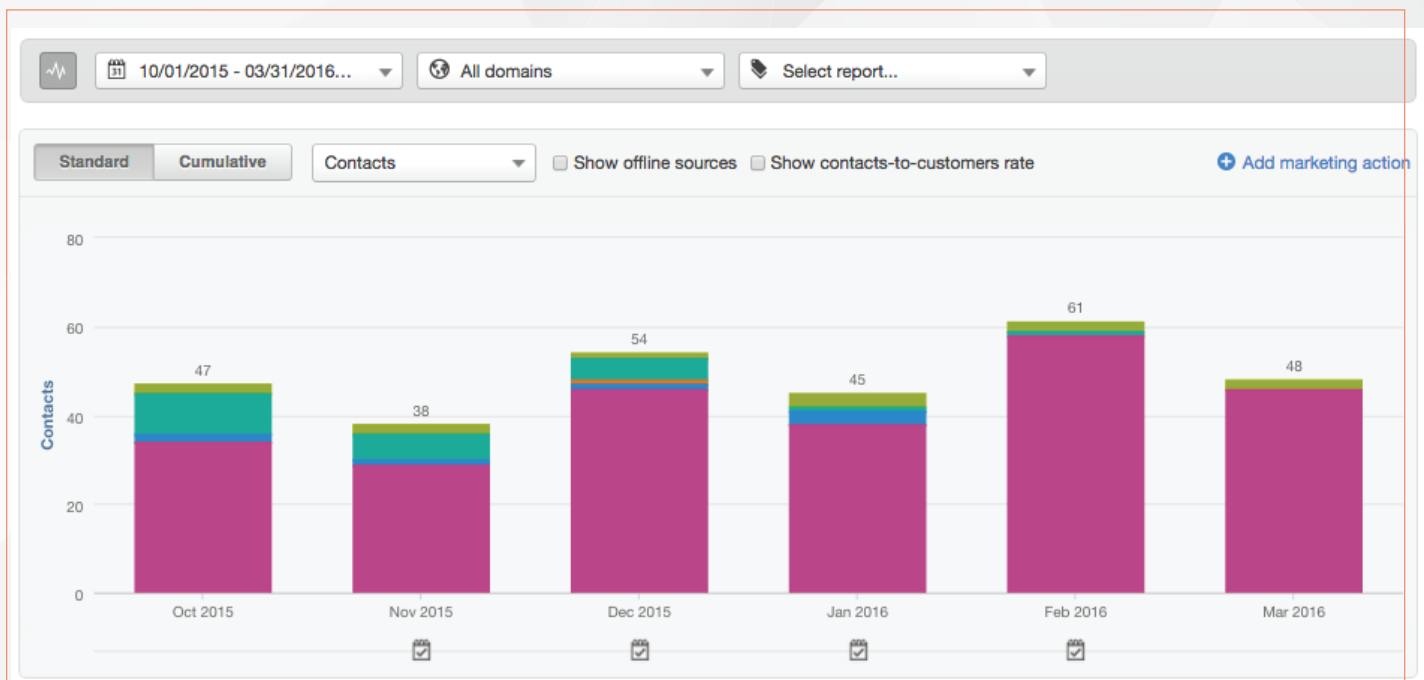
☐ Show offline sources
 ☐ Show visits-to-contacts rate

[+ Add marketing action](#)



| Source | Visits | % | Contacts | % | Customers | % |
|---|--------|-------|----------|------|-----------|------|
| Organic Search Google, Bing, Yahoo, etc. | 4,714 | 0.5% | 22 | 0.0% | 0 | 0.0% |
| Referrals Links on other sites | 449 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Social Media Facebook, Twitter, LinkedIn, ... | 1,579 | 1.7% | 27 | 0.0% | 0 | 0.0% |
| Email Marketing Email links | 23 | 4.3% | 1 | 0.0% | 0 | 0.0% |
| Paid Search Paid search advertisements | 271 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Direct Traffic Manually entered URLs | 4,366 | 0.3% | 15 | 0.0% | 0 | 0.0% |
| Other Campaigns Other sources | 2,281 | 11.0% | 251 | 0.0% | 0 | 0.0% |
| Total | 13,683 | 2.3% | 316 | 0.0% | 0 | 0.0% |

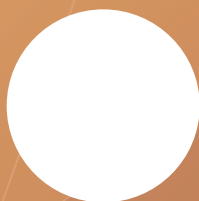
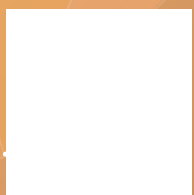




CEO David Costello concluded, "not only did Squaredot significantly over deliver against the targets we set, they also helped us progress much faster on our journey. Examples of this are the brand redesign, website refresh and research. We are so pleased with Squaredot we have increased our inbound investment. Squaredot gave us a marketing strategy and platform that has enabled us to grow into different international markets."

Recently, PSI have indeed broken into new territory with the opening of their Australian office. With more and more qualified leads heading their way thanks to our Inbound efforts, who knows what market they might break into next...Barbados, the Caribbean, the Bahamas? At Squaredot we're looking forward to those client meeting invites!





18 Upper Stephen St.
Dublin 8, Ireland

+353 1 5242731

