

How Rocket Used Content Marketing to Understand Their Market and Scale Sales

Klood case study



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Rocket Consulting wanted to scale sales fast, and create a measurable pipeline.

When Rocket Consulting started working with Kloud in January 2018, they had identified the need for a highly effective digital marketing strategy that could grow the value of their sales pipeline in a structured and measured way, providing a tangible return on marketing investment (ROMI). Rocket knew that aligning sales and marketing together and applying industry best practices could help them achieve these goals.

Who is Rocket Consulting?

Providing SAP supply chain solutions since 2004, with headquarters in the UK supporting both national and global customers, Rocket Consulting specialise in implementation and support of SAP digital supply chain solutions. Working with leading businesses to deliver supply chain transformation, improvement, migration and upgrade projects.

"We wanted to understand our target market better. By that I mean create valuable content that helps support decision making for prospective customers. The strategy was twofold: we knew we had an immense amount of expertise we could share coming from within the business and wanted to be able to use this to grow and expand our reach. "

LEWIS MARSTON
ROCKET CONSULTING LTD

Rocket wanted to increase reach with compelling and valuable marketing content - generating a more predictable MROI

Rocket was already doing a lot of great marketing for their business services. Caroline Macleod, Head of Marketing, had already adopted the HubSpot platform and was making progress. Their website traffic was growing, yet the number of leads and revenue in the forecasted pipeline just didn't seem to be following the same trend.

Rocket knew that moving to a strategic content marketing approach was the right approach for their business. As Rocket began scaling their business operations they knew that sales and marketing were going to need to keep pace with this business growth.

Rocket knew this meant having a stable pipeline to predict growth and manage risks better. Risks such as leads dropping off the radar without a 3, 6 or 12 month view ahead that could fuel sales growth. Marketing investment had been growing but producing a consistent pipeline was taking time to achieve.

To deliver her vision of generating significant revenue through Rocket's online marketing efforts, Caroline sought expert help to ensure that she could:

- 1. Grow, measure and optimise**
- 2. Ensure compelling content was seen by target market**
- 3. Convert more of that audience into leads**
- 4. Deliver a lead nurture programme to create sales opportunities**
- 5. Track and report on every £ in value created by marketing**

"We knew we could do so much better, and we knew we could track engagement and tailor our content to what was valuable to our target market. None of this was possible before HubSpot and working with Klood. It was like we were just working with the tip of the iceberg and we knew there was huge potential we could tap into through making our marketing much more strategic."

CAROLINE MACLEOD
ROCKET CONSULTING LTD

Combining forces to meet business objectives

Confident that her marketing vision could achieve the desired revenue goals, Caroline selected Klood Digital as the ideal partner to help actualise the required results.

“Klood was selected by the business for a number of reasons. It was clear they understood how to map out our customer journey, and this meant we could deliver valuable content at specific points in the buying cycle. This process was broken down easily by Klood and managed in a way that we as a business could work in alignment, creating valuable content that met the needs of our prospective customers.

It was also clear how leads could be scored and filtered based on potential interest. Klood was able to help set up ways to track viability of potential leads. This gave Rocket huge value as it meant that a busy sales team could be confident that they were only following up well qualified leads. Previous to this an email click was considered a lead, but now we're able to truly understand our buyer behavior and provide a compelling way to reach out to each and every qualified lead.

Klood has a defined and easy to understand structure and process. Other marketing companies would say 'we could do this and this' but never back anything up with a firm and consistent structure.

The big point here to remember is that we did NOT increase our ad spend - the leads generated in the first 18 months were solely down to organic content marketing. Much of the growth promised by other agencies relied on huge investment in ad spend and we knew we could achieve a large proportion of lead generation growth without that investment.

We also like the Klood team. They too were a combination of salespeople and creative teams who understood the challenge of trying to build a pipeline. The team is down to earth and always ready to assist at the drop of a hat. For Rocket this was key as it was a learning curve for all. We also wanted to retain a sense of trying things for ourselves and Klood provided input and assisted well even when there was a diversion in strategy."



How did Kllood help?

To deliver her vision of generating significant revenue through Rocket's online marketing efforts, Caroline sought expert help to ensure that she could:

1. Marketing consultations and audits
2. HubSpot training and development
3. Website development and optimisation
4. Lead scoring and qualifying
5. Buyer persona mapping and development
6. Content creation
 - Blogs
 - Assessment tools

By collaborating with Kllood, Rocket could scale its sales & marketing activities and focus on the challenges of generating and proving an excellent ROMI.



"It was never going to be an easy journey, Kllood embraced the challenges and shared achieving our vision of sales and marketing excellence. The team are highly responsive and support our business well and are now viewed as a valuable extension of the Rocket team. They have taken time to understand our business and customers, in what is a highly complex and ever changing industry."

CAROLINE MACLEOD
ROCKET CONSULTING LTD

What changed for Rocket?

Klood were able to build upon the early successes achieved by Rocket and their marketing team. By reviewing their existing marketing and addressing a few key issues that led to poor conversion rates within their existing setup, a steady improvement in results began.

**Organic traffic
increased by:**

84%

**Total website traffic
increased by:**

52%

Referrals increased by:

270%

**Forecasted pipeline value
increased by:**

3x

(All statistics are taken from the period January 2018 - October 2020)

What has this meant for Rocket Consulting?

With the support of Klood's team, Caroline and Rocket Consulting have been able to invest further into their business, developing new and innovative tools that help nurture and progress sales-ready leads through their pipeline. Rocket's marketing team now has greater confidence in predicting the value of its sales pipeline and establishing the ROMI. The sales team has been able to scale whilst maintaining consistency of process and the understanding of how to optimise processes.

Over the last three years, a close relationship has been built between both parties, allowing Rocket the opportunity to make changes quickly and effectively to their marketing plan, safe in the knowledge that they have a team fully focussed on delivering their next success.





Do you want more revenue from your website?

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klood

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