

LeadMD Case Study

Interactive Data

Putting the Focus
back on Revenue

ID

interactive
data

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LeadMD allowed them to excel



LeadMD Injects Interactive-Data's Marketing Funnel with Healthy Sales Leads .

QUESTION: How does a profitable small business grow in a down market without adding more staff?

ANSWER:

+ Outsource the marketing to a trusted partner who understands the science and the art needed to reach today's savvy buyer.

+ Leverage low-cost, on-demand marketing software integrated into the company's CRM to achieve true revenue based analytics.

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Competitive Pressures

Since its inception, ID has maintained a lean staff and low overhead, which has contributed greatly to the company's success. Despite not having an internal marketing department or a formal marketing strategy, the company grew. Unfortunately, things started to turn last year, during the recession. We are a small fish in a big pond and were getting lost in the current. We needed to brand ourselves and begin getting the ID name out in the marketplace," noted Jacqueline Schaeffer, Director of Compliance, for ID. "It was time to make some changes."

Over the years, ID has outsourced its marketing functions to outside agencies, with very minimal success. "We had no internal vision for what we wanted to become, yet we were successful," noted Jacqueline. "None of the agencies we hired in the past ever advised us to develop a marketing strategy. None were strategic in their approach to marketing and even basic tactics like updating the ID website were



neglected. A weak economy put more salt into the wound and we started to feel the pain.”

Catalyst for Change

In February 2010, ID partnered with sales and marketing expert, Justin Gray, CEO of LeadMD, a conversational marketing services firm,. Justin’s first words of advice were to ditch the current sales software, ACT, and move to a platform that would allow them to build an efficient business based on best of class solutions. That solution was Salesforce.com.

“We loved ACT, but did not realize how stuck we were. It was time to move into the 21st century,” said Jacqueline. ID is a very data intensive business, which made moving records from the legacy system into Salesforce.com a sensitive process. Because of the volume of records in the database, the migration took Justin and his team over eight months to standardize. But the effort has been well worth it.

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Marketing Takes the Lead

By re-tooling ID’s sales methodology first, LeadMD was able to align that process with marketing on a fundamental level. By developing buyer personas and integrating those personas into the sales cycle ID is now able to allow leads to flow between sales and marketing in a bi-directional manner. This means that sales is able to control the marketing process based on the type of buyer they are engaged with and where in the sales process that buyer currently resides. In February, the company invested in Marketo, a premier provider of on-demand marketing automation tools. Because of the groundwork that was laid during sales process development, it was a seamless conversion, which again, Justin and his team handled from start to finish.

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LeadMD presented us with their vision for our marketing plan, LeadMD has handled everything. I've never had to lift a finger. I totally trust them to get the job done. It's refreshing to have that level of confidence in your partner."

Over the last several months, LeadMD has:

- + Redesigned & optimized the web site
- + Created a content marketing strategy
- + Created and implemented a Lead Scoring methodology around buyer personas
- + Built a lead nurturing program
- + Established demand generation campaigns that have achieved a 30% lead lift

Jacqueline describes LeadMD's team as amazing listeners. They are quick, innovative and outside of the box thinkers. Everything they create has an element of surprise. Jacqueline recalls a t-shirt campaign that Justin designed for a Q2 demand generation campaign that says "Hello my name is ..." on the front, and then the ID data on the back. This creative, yet simple campaign epitomizes what ID does for its customers, i.e. finding hard to find people. Brilliant!

"LeadMD always makes me feel like I am their most important client," notes Jacqueline. "We're a small company and treat our clients like royalty. I appreciate that we get the same level of service from LeadMD that we provide our clients."

Show Me the Money

ID's marketing initiatives are varied, like a symphony, and include: industry trade shows, software user conferences, email campaigns, SEO/SEM, direct mail and content marketing. Within 60 days, ID started seeing a healthy ROI from these efforts. The integration of the Marketo platform into Salesforce.com was key.

Case in point, an e-mail campaign that ID recently issued for an industry tradeshow created over 25 flaming hot leads for the sales team within 48 hours. Not simply leads, but leads that have been qualified, and are ready to buy based on their behavior. "We've never seen this level of qualified leads on a consistent basis and much of it is happening online, often without even a phone conversation," she adds. "We are nurturing these leads by providing the right message, at the right time, and it's working."



Before introducing Marketo, ID had no idea where leads came from, but now they can pinpoint with precision not only their source but also multi-touch efforts which have lead to the ultimate conversion of that lead. Knowing what marketing campaign is producing the desired result, i.e. sales ready leads, allows them to replicate those messages and do so in a controlled, consistent and cost effective manner. It's a skillful combination of science and art. ID's new marketing mantra: Create, respond, analyze and repeat.

"What we are doing with LeadMD is like the awakening of our database. It's the dawn of a new era at ID and the wave of our future," Jacqueline concludes.

About Interactive Data

Interactive Data LLC (ID) is the industry leader in locating and identifying individuals that are typically difficult to find. Based in Atlanta GA, ID offers a variety of search products, including Cell Phone Suppression, Social Security, Real Estate Listings, Death Index, Military Verification and Bankruptcy listing searches, as well as Data Warehousing and cost-efficient unmask-pricing for Directory Assistance. Leveraging more than a decade of collections industry experience, ID creates relevant, customer-focused searches that are both comprehensive and cost effective. Each of these products work seamlessly with IDs advanced online and batch products. www.skiptrace.it

About LeadMD

LeadMD is a conversational marketing services firm specializing on organic lead generation. Headquartered in Phoenix, LeadMD helps companies fix their funnel by leveraging cutting edge sales and marketing technology to produce quantifiable revenue based results www.LeadMD.com.

