



Marketri Helps SaaS Company Hit Quarterly Targets By Driving Sales-Ready Leads

THE CHALLENGE

Early-stage SaaS companies like Verb are under pressure to deliver strong results, fast. An educational technology company set to disrupt the learning and development (L&D) market, Verb got off to a good start by attracting a few big-name early adopters and securing Series A funding. But with outreach limited to the CEO's own network and cold calls, the pipeline quickly ran dry.

To stand out and grow fast, Verb needed a strategic go-to-market plan that delivered a steady pipeline of sales-ready leads. The CEO tapped Marketri to lead its marketing transformation—leveraging our fractional model to develop and execute the company's first scalable, integrated strategic marketing program.

OUR APPROACH

Setting the MarTech Foundation

With a fragmented and disconnected marketing technology stack, Verb found that leads were leaking out of the pipeline and there was no way to measure marketing effectiveness. Marketri solved that problem by connecting key tools like Salesforce, Outreach.io, and HubSpot—creating a 360-degree view of any lead in the funnel and setting the foundation to manage, optimize, and measure marketing.

Equipped with Tableau dashboards custom developed by Marketri, Verb knows exactly which tactics, campaigns, channels, and content are moving leads into and through the funnel at the highest velocity. And using a predictive model developed by Marketri, Verb leadership knows how many total leads, marketing qualified leads (MQLs), sales qualified leads (SQLs), and opportunities they need to bring in to make their projected forecasts—a vital metric for keeping the company tracking toward goals and reporting to the board and investors.

AT A GLANCE

Industry

Educational Technology Company

About

An educational technology company set to disrupt the learning and development (L&D) market.

Partners From

2020 - 2022

Notable Results

Propelled the number of inbound demo requests from **0 to 118**

Generated **365 MQLs and 87 SQLs**

Generated **28 opportunities** with an incremental annual recurring revenue (ARR) potential of **over \$1.3 million**

Boosted website visitors by **100% YOY**

Building the Best Fractional Team

Before Verb could engage in modern marketing, the company needed to shore up two foundational elements: the right marketing team to develop and execute an effective plan and the right marketing technologies to automate, implement, and track campaigns.



THE RIGHT IN-HOUSE MARKETING TEAM

Verb's in-house marketers (a graphic designer and digital marketer) were doing a good job handling tactics like collateral, social posts, and limited content. But the CEO recognized there was no marketing leadership, no one with the expertise to develop strategy, and no one focused on bringing buyers into the funnel and nurturing them until they were ready for a sales call. Not surprisingly, the company had never generated or closed a marketing-driven lead.



THE RIGHT FRACTIONAL MARKETING TEAM

Marketri reimaged the marketing team, using a fractional model that enabled Verb to tap the exact resources to develop, execute, and measure strategic marketing without over investing in any one area. Verb hired a high-caliber internal marketing manager, then gained the experience and capabilities of a Marketri CMO, VP of Analytics, Digital Marketing Director, Marketing Technologist, Content Strategist, and Creative Designer—all on a fractional basis, at a fraction of what it would have cost just to hire half those positions internally.



Strategy + Execution = Results

With the foundation set, Marketri quickly developed and executed a winning marketing strategy.

Marketri's Fractional CMO led our team in developing Verb's first strategic marketing plan—a roadmap that showed sales, marketing, leadership, and the board exactly how the company would reach its goals through marketing. We conducted due diligence, researched the L&D market, identified the ideal customer profile, developed a unique value proposition that differentiated Verb and its innovative leadership development platform, and created a comprehensive, integrated marketing plan to drive a steady pipeline of qualified leads.

With a sound strategy as our guide, the Marketri fractional team executed, optimized, and measured the plan flawlessly. Our team:

Led an on-site workshop to create clear, compelling messaging that positioned Verb against competitors for the first time and drove strong demand

Implemented a multi-channel inbound marketing strategy that integrated organic, paid, content, social, and email—generating the company's first-ever marketing-driven leads

Improved the demo experience by researching and implementing an online tool that lets website visitors get a peek at the Verb solution and encourages a custom demo

Designed and implemented an account-based marketing (ABM) strategy that led a private equity firm to adopt the Verb solution for three portfolio companies

Created workflows that nurtured leads throughout the funnel—delivering more leads to sales by eliminating “ghosting” (buyers requesting a demo but never advancing further)

Supported leads through the vital consideration stage by scripting and overseeing production of a customer testimonial videos series

Built Verb's thought leadership platform with an omni-channel campaign on the challenges of standing up a leadership development program—conducting a market study, developing a comprehensive guide, providing start-to-finish production of videos featuring HR leaders, and planning a webinar spotlighting well-known Verb customers

From Zero to Hero

For the first time in its history, Verb began generating and closing marketing-driven leads and hit its quarterly sales targets.

Recognizing that speed-to-results is vital for an investor-backed SaaS company, Marketri delivered strong results, fast. In the first six months, the Marketri strategic marketing program:



GENERATED 365 MQLS AND 87 SQLS



PROPELLED THE NUMBER OF INBOUND DEMO REQUESTS FROM 0 TO 118



GENERATED 28 OPPORTUNITIES WITH AN INCREMENTAL ANNUAL RECURRING REVENUE (ARR) POTENTIAL OF OVER \$1.3 MILLION



BOOSTED WEBSITE VISITORS BY 100% YOY

Marketri provided a purpose-built fractional marketing team that enabled Verb to tap the exact resources it needed to engage in modern marketing and bolstered Verb's marketing technologies to support execution and measurement. With a foundation in place, the fractional marketing team developed and flawlessly executed an integrated strategic marketing program.

Schedule a free consultation to learn how Marketri can transform your marketing department.

[Schedule a Call](#)

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