Refactored   InteliSecure

A Framework for Digital Marketing

Refactored helped InteliSecure build the elements it needed to ignite a new market—and fuel ongoing opportunities.

New Market, New Marketing Territory

InteliSecure was at a crossroads

This premier provider of managed data protection services had built a highly regarded and successful organization focused on serving the needs of very large, very complex enterprises. Now, the company was ready to take its offering to an underserved market: midsize enterprises.

The opportunity was real, but InteliSecure had a problem: How to scale their outreach. To date, their organization had relied on a high-touch, face-to-face, sales-driven model that would not be sustainable when extended to a new audience of thousands of potential clients. Midsize organizations had not been exposed to the InteliSecure name and weren't aware of its strong reputation, so an initial soft launch of the managed services offering through direct sales had met with only limited success. They knew they had to leverage digital marketing.

Getting on track with digital marketing

Like many companies pursuing a new initiative or taking a new marketing direction, InteliSecure didn't have a frame of reference for determining what tactics would be needed to build a strategy or what efforts to focus on initially. Digital marketing was new territory. The company appointed Vice President of Client Success Ed Powers to lead the marketing effort, and he turned to Refactored for strategic guidance and expertise as he worked to expand his team.

Lower Cost, Faster Responses, Better Connections

Throughout its history, InteliSecure relied on traditional sales methods. However, those methods had ceased to be effective. A digital approach—even at its earliest stages—already shows dramatically improved results.

The Old Way ~$200K
Traditional Sales: 9-Month Effort

/ Cold calling

/ 11,000 (CQL) cold contacts

/ 3 salespeople full time, 1 half time

/ 12 touches/contact (email, call, LinkedIn)

/ Generated SQLs (.02%) and OPPs (.01%)

The New Way ~$80K
### Focused Digital Marketing: First 6 Weeks

/ Marketing content across multiple online channels

/ Lead scoring to confirm 37 MQLs

/ 1 salesperson following up on MQLs

/ 10 touches/contact (email, call, LinkedIn)

/ Generated SQLs (5.4%)** and OPPs (2.7%)

SQL Conversions
26K%

Total Cost
60%

Sales Effort
71%

Read on to learn how InteliSecure worked with Refactored to set themselves up for success.

**Additional MQL follow-up in progress at time of reporting may boost SQL success rate as high as 19%.
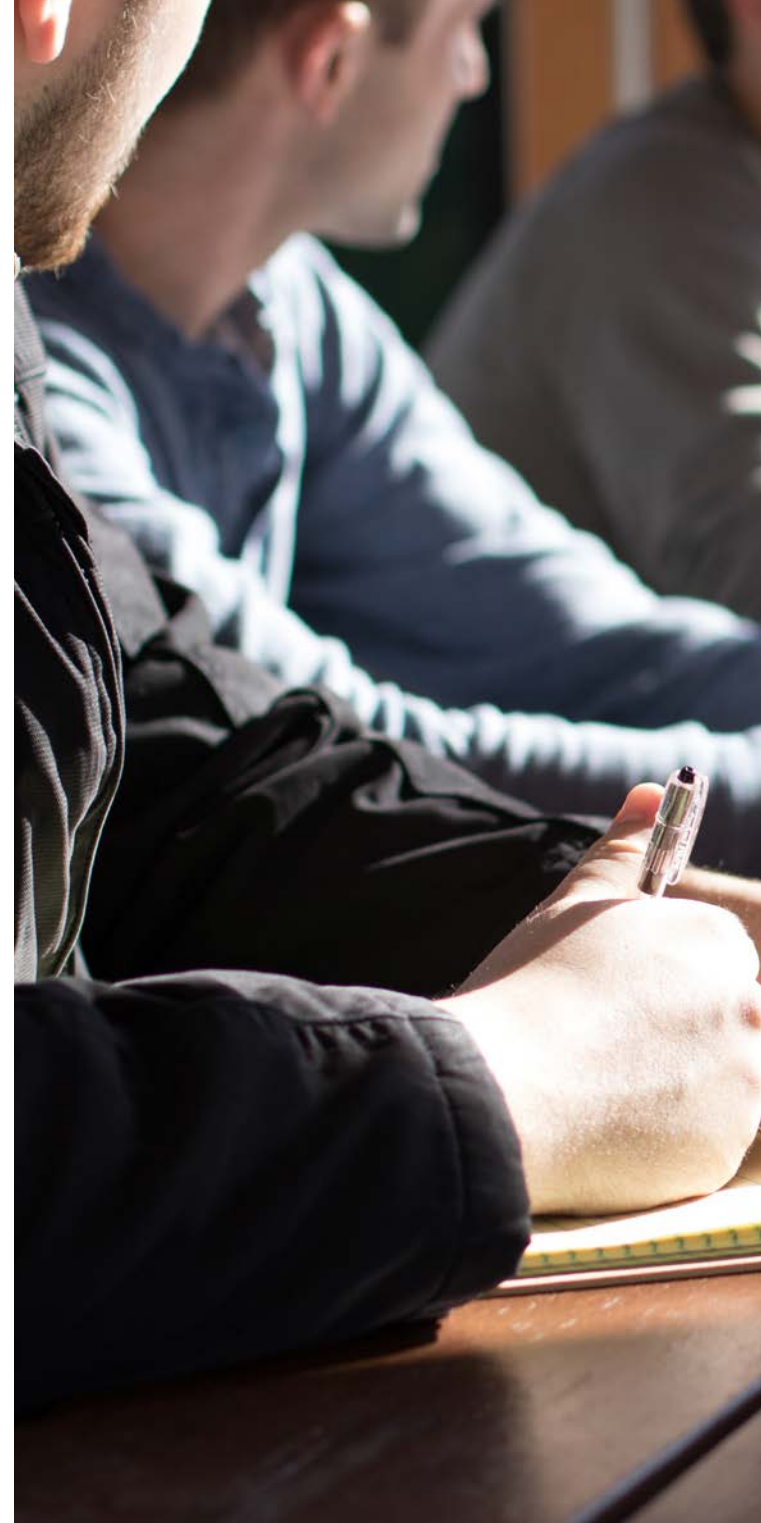
Overview

Client

InteliSecure is a leading provider of managed data protection services, offering solutions that enable companies of every size to cost-effectively simplify and streamline data security compliance—and protect their most critical data assets.

Challenge

/ Reposition the service offering and move aggressively into a new market

/ Establish and increase brand visibility in the target market to enable new logo acquisition

/ Develop an overall digital marketing strategy

/ Develop, write, and produce core content assets, collateral, ads, and email

/ Rewrite and optimize website content to support search, discovery, education, and conversion

/ Create and execute an initial digital campaign for the new core offering

Solution

Implement a dual-track workflow to enable the creation of foundational brand and online elements while building an initial cross-channel digital campaign—to be completed within a three-month timeframe.

Benefits

Refactored's program provided InteliSecure with an accelerated website and digital transformation, completed on time and on budget, including:

/ Full digital strategy, designed for flexible and agile implementation

/ Starter resources including key digital, sales support, and campaign assets

/ Optimized library of on-brand, on-message content addressing the needs of midsize enterprise buyers

/ Launch of initial campaign crafted and targeted for introduction of InteliSecure to midsize enterprises

Most important, InteliSecure has the foundation it needs to continue building and maturing its digital marketing program as it engages with clients, extends brand awareness, and builds its presence in the midsize market.

Scale Up to a New Market Segment

The initial goal InteliSecure set was straightforward: Launch a fresh awareness and lead-generation campaign to selected organizations in the new target market.

However, Refactored knew that a cold campaign would not be successful. InteliSecure lacked the means to enable interested prospects to learn about the company and its solutions, support ongoing education about core security concepts across multiple touch points, and ensure a cohesive message from the first touch through to sales conversations.

The struggle was real

A further complication was that the company was in the final stages of rebuilding its website, but the effort was not aligned well with the needs of the new target audience and not optimized for supporting digital campaigns. Through our initial conversations with key stakeholders, we learned that the company had:

A one-person marketing team

Sales materials, but no real thought leadership content

Sales-focused language, but no real messaging that positioned their company, solution, and product offerings to two different markets with different buying needs

An ongoing webinar program that focused on general interest topics, not contextually relevant information for its dual audiences

We identified that InteliSecure would require foundational messaging to help drive awareness and sales enablement assets to properly introduce their offering. This meant quickly filling gaps in branding and collateral and simultaneously planning and executing a digital campaign—all while sticking to their strict, closely monitored budget.

> "We were jumping into the digital marketing space from scratch, and we knew we needed a partner who was knowledgeable; someone we could trust to make realistic recommendations and help us make sound, cost-effective choices; and someone who would be truly invested in our success. Refactored helped us to define a path to our goal, and they were able to help us apply what we were learning along the way."
>
> — Ed Powers, Vice President of Client Success

Balancing Two Tracks to Build an Effective Digital Framework

Today, most buying teams expect that they will be able to research solutions, compare options, and build a case for a purchase before they ever talk to a salesperson.

Refactored knew that InteliSecure would need to have the foundational elements in place to meet that expectation before digital advertising could be effective. However, the timeframe was tight, and company leaders wanted to see visible progress toward their goals—fast.

Refactored responded by establishing a strategy for building the core branding, sales support, and outreach elements at the same time— essentially working on the company's brand foundation and digital framework in parallel.

Alignment with the business

Refactored met with InteliSecure's executive and sales leaders to establish a clear understanding of the company, its values and mission, its solutions, and the sales process.

We then engaged in a series of interviews with internal subject matter experts (SME) and team leaders across all the company's divisions to absorb their insights about customers' needs, pains, and ongoing challenges and learn how InteliSecure's solutions solve those issues.

That initial period of discovery informed development of a detailed strategic marketing plan that would serve as a critical reference throughout the program. Next, our two paths diverged for practical and important reasons.

⁄ Track 1 focused on building a firm branding foundation for communicating the company's service vision.

⁄ Track 2 allowed us to create momentum for the immediate marketing effort.

These parallel efforts enabled our teams to accelerate the pace of development and leverage information and resources across deliverables, resulting in the delivery of a substantial set of assets to enable the initial digital campaign.

Launch to New Opportunities

Direct Email Drip Series

PowerPoint

Digital Advertising

Web Design and Content

Ebooks

Collateral Design

Content Curation Program

Brand Mood Boards

Blog

Messaging

Tactical Marketing Plan

Track 1   Track 2

Strategic Marketing Plan

Setting Up for a Successful Launch

With the end goal of relaunching InteliSecure's managed services firmly in mind, Refactored created a detailed plan that balanced the development of core branding assets and the new campaign elements that would be required to support the new digital marketing program.

Informed by our meetings with key stakeholders, sales, and SMEs, this strategic plan was built for flexibility, enabling InteliSecure to select and swap elements to ensure it got the components that would make the biggest impact in the shortest amount of time.

The detailed plan provided an array of components fueling the proposed launch, including:

/ Markets, segments, audiences, and programs

/ Branding and messaging initiative

/ Website content optimization strategy

/ Paid search, SEO, and paid social strategy

/ Email marketing strategy

/ Partner marketing strategy

"Going into the program, we were concerned about creating momentum quickly to demonstrate value to our board members. The strategic marketing plan helped us set a clear expectation for how we'd be using our allocated funds, and parallel workflows provided deliverables to show progress along the way."

— Ed Powers, Vice President of Client Success

Foundational Brand Elements and Messaging

We gathered insights from the InteliSecure team to develop audience profiles, branding, messaging, standardized design elements, and sales tools. Interview data provided a rich reference for all foundational elements to help us create coherence, consistency, and a positive user experience across touch points.

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Messaging

With a sales team that was excited, engaged, and on board, we wanted to be sure all parties had the means to communicate a cohesive message across all touchpoints. Our formal messaging document provided language to describe the company, its solutions, the pains and challenges that InteliSecure clients face, and more.

This rich document provides foundational language that can be leveraged in new website pages, landing pages, digital promotions, brochures, and sales assets.

Branding Elements

- ☐ Corporate messaging
- ☐ Tagline
- ☐ Problem statement: What problems are our customers facing?
- ☐ Needs statement: What do our customers need to do?
- ☐ Company descriptions: in 30 words, in 100 words
- ☐ Boilerplate
- ☐ Competitive differentiation statement: Company
- ☐ Detailed solution messaging
- ☐ Solution proof points
- ☐ Industry vertical overview statements
- ☐ Industry vertical problem/pain statements
- ☐ Industry vertical needs statements
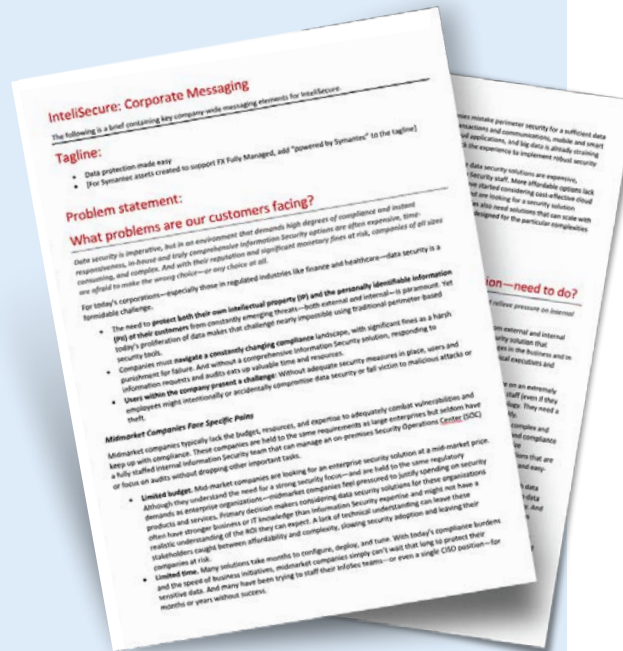
PowerPoint

Web Design and Content

Collateral Design

Brand Mood Boards

Messaging

Track 1

Immediate adoption: The sales team was kept in the loop throughout the messaging process, and they immediately began adopting the language it offered in their materials and presentations to customers.

Brand Mood Boards

Just as InteliSecure required a cohesive message, they also needed a cohesive brand. The internal team had begun drafting brand standards for colors, its logo treatment, and fonts, but had not implemented those elements in the website or collateral.

Refactored leveraged the insights gained in SME interviews and captured in messaging to develop design standards, an image library, and iconography, then presented the branding in mood boards for the internal team to use as they built new website pages and internal document templates.

Crafting of these basic elements provides extended value, and InteliSecure's team enthusiastically embraced the look and feel as we moved into design of web pages and collateral assets.

PowerPoint

Web Design and Content

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Messaging

Track 1

Collateral: Brochures, Service Sheets, and Flexible Marketing Templates

With a fresh brand look and feel, we moved quickly to develop a set of brochures aimed at providing prospective clients at-a-glance information about the company, its core managed services solutions, and its professional services. We also provided both standalone elements and templates that the internal team could reuse and repurpose in multiple ways.

PowerPoint

Web Design and Content

Collateral Design

Brand Mood Boards

Messaging

Collateral pieces are multipurpose. They can be leveraged as follow-ups to sales contacts, delivered as resources for buying teams, and even printed as takeaways for trade shows and conferences. We provided all collateral files as branded templates so that team members could quickly and easily update and add to their library of sales materials. The social media promotional banners were also designed for ongoing use by the internal marketing team.

Track 1

Web Design and Page Content

A matter of critical importance was updating, improving, and optimizing InteliSecure's website content. Refactored provided page template and design recommendations that the InteliSecure team implemented within their existing web platform. We also provided expanded and enhanced customer-centric copy tailored around the company's new offering and messaging.

An uplift in content quality and completeness provides a clearer picture of InteliSecure and their offerings. Page content was search engine optimized to include targeted keywords, clear pathways to encourage longer time on site, and conversion opportunities. Now, visitors who come to the site through digital campaigns can explore educational content for top-of-funnel research, learn answers to solution-comparison questions, and easily connect to a salesperson.
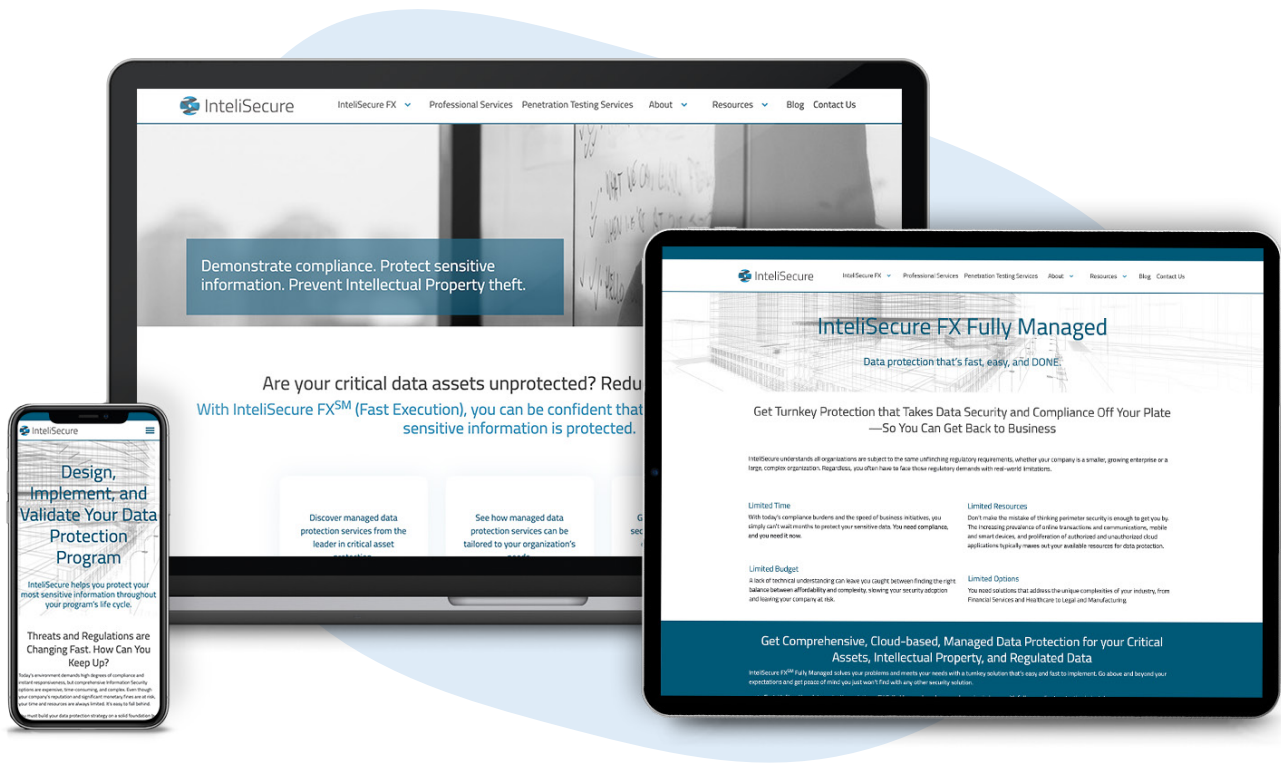
PowerPoint

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Messaging

Track 1

Sales Support: PowerPoint Presentation

Sales team members were used to providing their own presentation materials for sales calls. Individuals simply built new presentations on the fly, and did a good job tailoring information to the conversations they were having. However, these one-off presentations weren't branded and weren't consistent. As the sales team began to engage more with prospects in their new target market, they wanted to ensure they were all on the same page and delivering the same messages. Refactored built a PowerPoint presentation using the new brand look and feel.

This practical and immediately useful asset included interchangeable slides so that salespeople could tailor their presentations without having to reinvent the wheel for every contact.

PowerPoint

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Messaging

Track 1

Content and Midmarket Campaign Elements

To immediately begin providing deliverables and building top-of-funnel educational content, Refactored built a tactical marketing plan and six-month blog content calendar, then quickly began working with SMEs to deliver regular blog posts, campaign content assets, and promotional pieces. We provided transparency into the implementation of InteliSecure's go-to-market digital strategy with a detailed and constantly updated project checklist to ensure timely delivery of all supporting campaign elements—while keeping close tabs on budget line items.

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Strategic Marketing Plan

Tactical Marketing Plan and Launch Timing

A successful program and campaign launch depended on constant, open communication and transparency for all parties. To keep track of all the moving parts and ensure timely delivery of the right pieces of the program—in the right order—we created and managed a detailed tactical marketing plan. This live, shared resource included the details of each launch element, tracking, and an action list that enabled our project manager and InteliSecure's team to stay in sync and maintain momentum as we worked through delivery, reviews, approvals, and postings.

- Direct Email Drip Series
- Digital Advertising
- Ebooks
- Content Curation Program
- Blog
- **Tactical Marketing Plan**

Track 2

"I and our internal team have a lot on our plates, so having regular updates and proactive communication from Refactored was essential. It's been helpful for us to be able to predict the next piece that's coming, get prompt responses to reviews and change requests, and know that a finished deliverable is ready to plug-and-play when we get it."
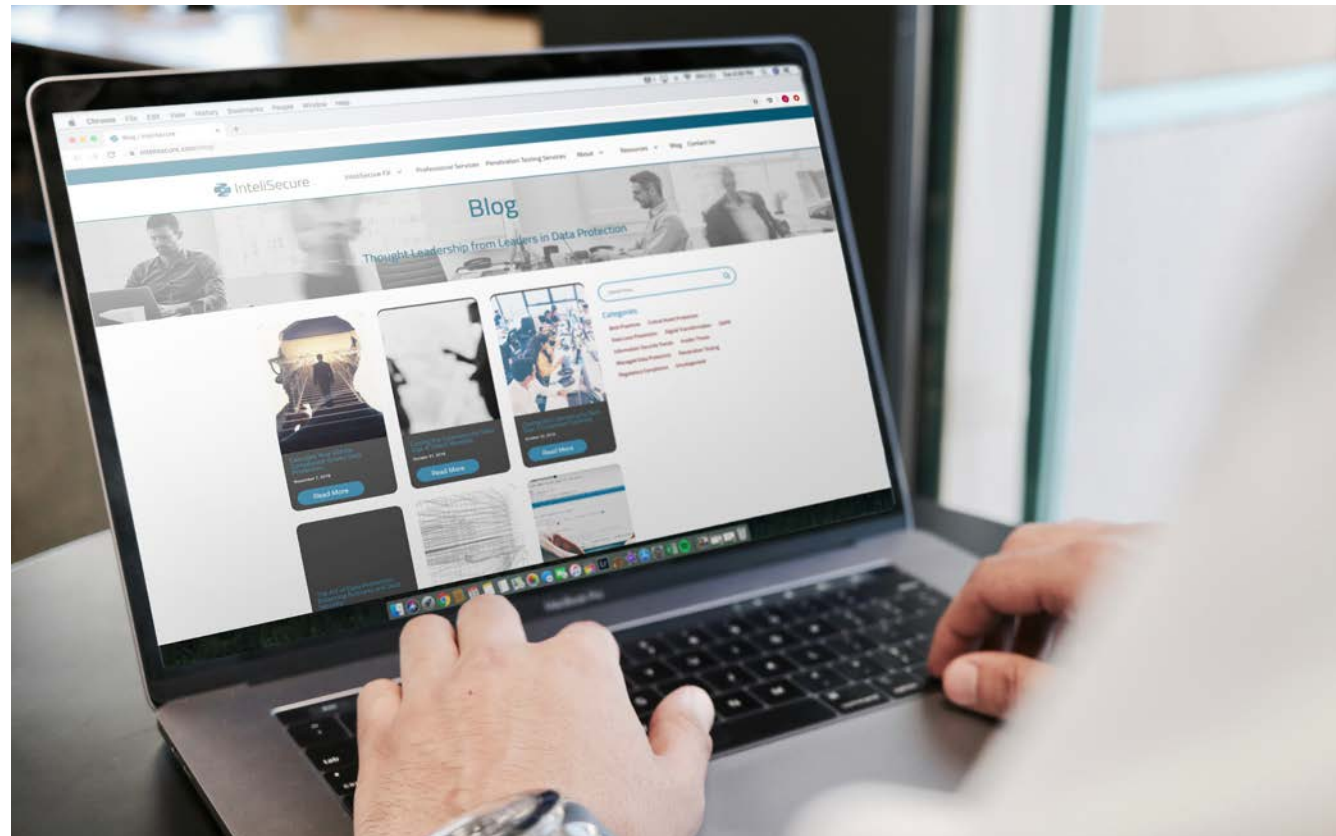
— Greg Turner, Senior Marketing Coordinator, InteliSecure

Leadership Content: Blog Program

InteliSecure had an existing blog that they'd kept updated with fresh posts throughout the year. However, the effort had slowed significantly as the internal owners took on more tasks and had less time to devote to it. Refactored developed a robust content calendar designed to produce regular, evergreen content featuring the expertise of a diverse group of SMEs. We took over the role of executive editor and helped produce weekly content by editing posts provided by SMEs or collaborating with them to write posts from scratch.

This educational content is providing fresh, relevant material, coordinated and optimized for SEO and organic search. The new blogs offer immediate value to readers, especially those in the midmarket space who are searching for answers to key data protection questions.

Direct Email Drip Series

Digital Advertising

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Track 2

Content Curation: Repackaging and Distribution Service

InteliSecure had an established lead-gen program with TechTarget, a content curation and promotion service that selectively surfaces content to targeted and segmented audiences. The program had seen strong success previously, but InteliSecure had not provided fresh assets for the program in two years.

Refactored developed a content repurposing workflow to repackage blogs and other assets as short ebooks and guides. Refactored selects and edits content pieces each month for the in-house staff to place in a branded template for distribution.

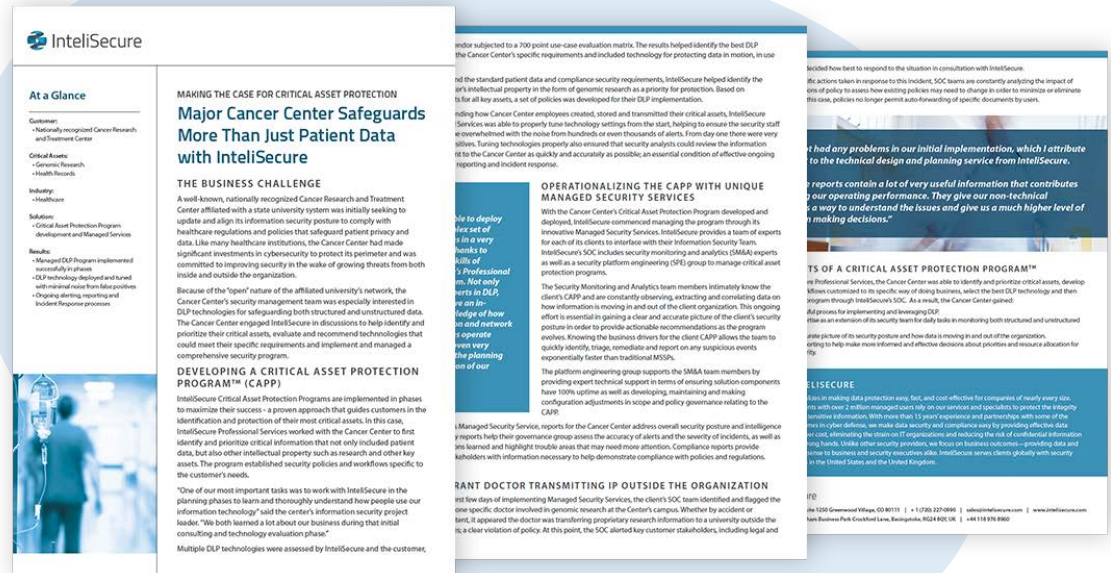Direct Email Drip Series
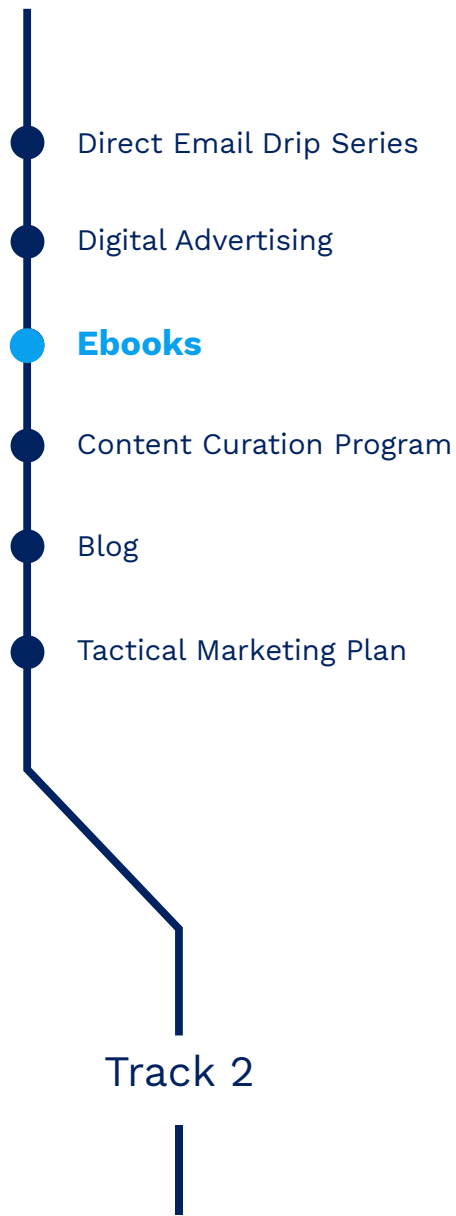
Digital Advertising

Ebooks

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Track 2

Economical and turnkey, this effort quickly revitalized lead flow coming from TechTarget.

- Direct Email Drip Series

- Digital Advertising

- **Ebooks**

- Content Curation Program

- Blog

- Tactical Marketing Plan

Track 2

Campaign Assets: Ebook Series

InteliSecure had been promoting a small library of white papers over the past couple of years but needed a fresh set of core assets that would be based in the new messaging and reflect the needs and concerns of clients in midsize enterprises. Refactored proposed a series of ebooks, starting with a core asset written, designed, and produced in time to introduce the company to midmarket enterprises, tell its differentiation story, and encourage exploration of its solutions.

The ebook immediately served multiple purposes. It became a core lead-gen download for digital advertising, a lead-gen asset for the InteliSecure TechTarget content curation program, and a conversion asset for InteliSecure's email drip series.

Digital Advertising: Social, InMail, Paid Search

With the foundational support elements in place, Refactored worked with InteliSecure's teams to develop and execute digital promotions across channels. We delivered a variety of templated and customized digital components, including:

- / Social promotions
- / InMail campaigns
- / Paid search advertising
- / Retargeting ads
- / Landing pages

The initial placements were conservative in nature, allowing the company to pivot and adjust messaging quickly as it began to see how the concepts resonated with segmented audiences.

Direct Email Drip Series

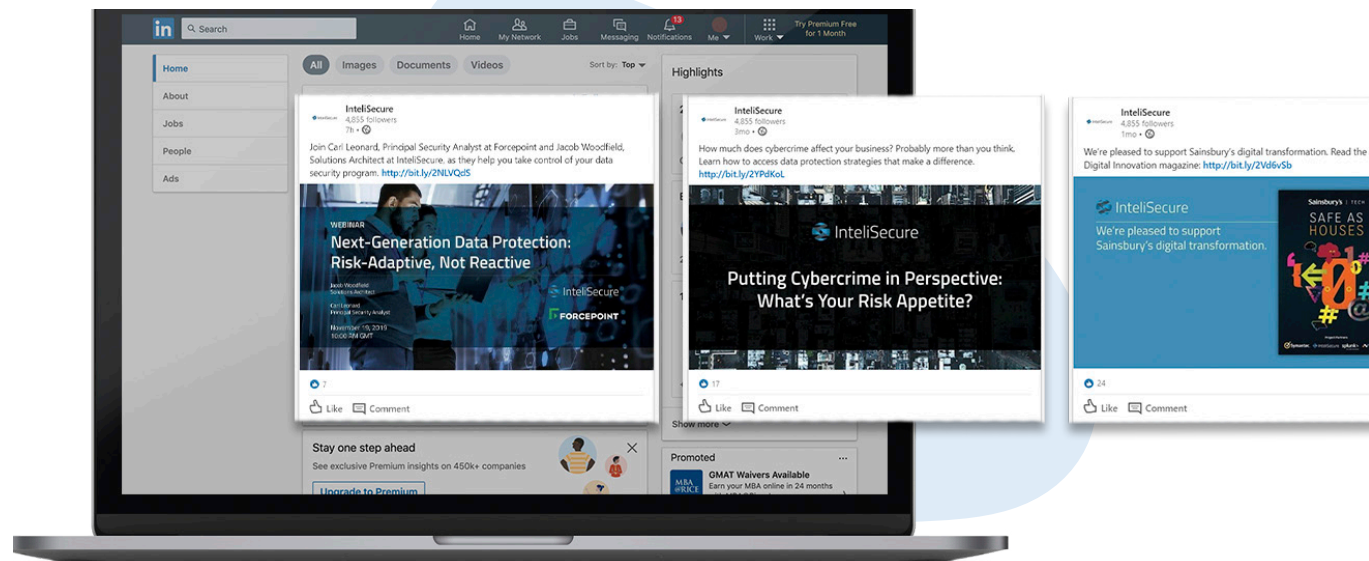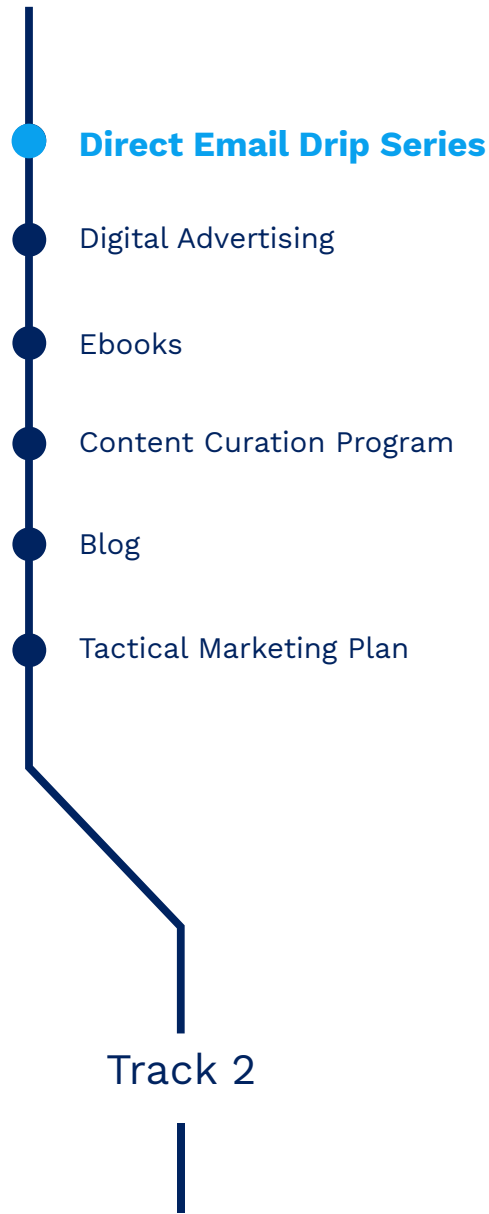**Digital Advertising**

Ebooks

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Track 2

Direct Advertising: Drip Email Campaign

InteliSecure had built a list of target accounts they wanted to reach, so we created a direct email drip program that they could manage in-house. We provided email copy customized to address the identified needs and pains of midsize enterprises, leveraging new and existing content and web assets to drive deeper engagement with InteliSecure's brand and story over the course of the series. The email template design matched their renewed brand look and feel and was programmed to work in their Pardot marketing platform.

Direct Email Drip Series

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Track 2

In the first few weeks, InteliSecure's team has seen steady engagement with the email series. In addition, the sales and marketing teams have used the simple yet versatile template to create additional outreach and nurture programs.
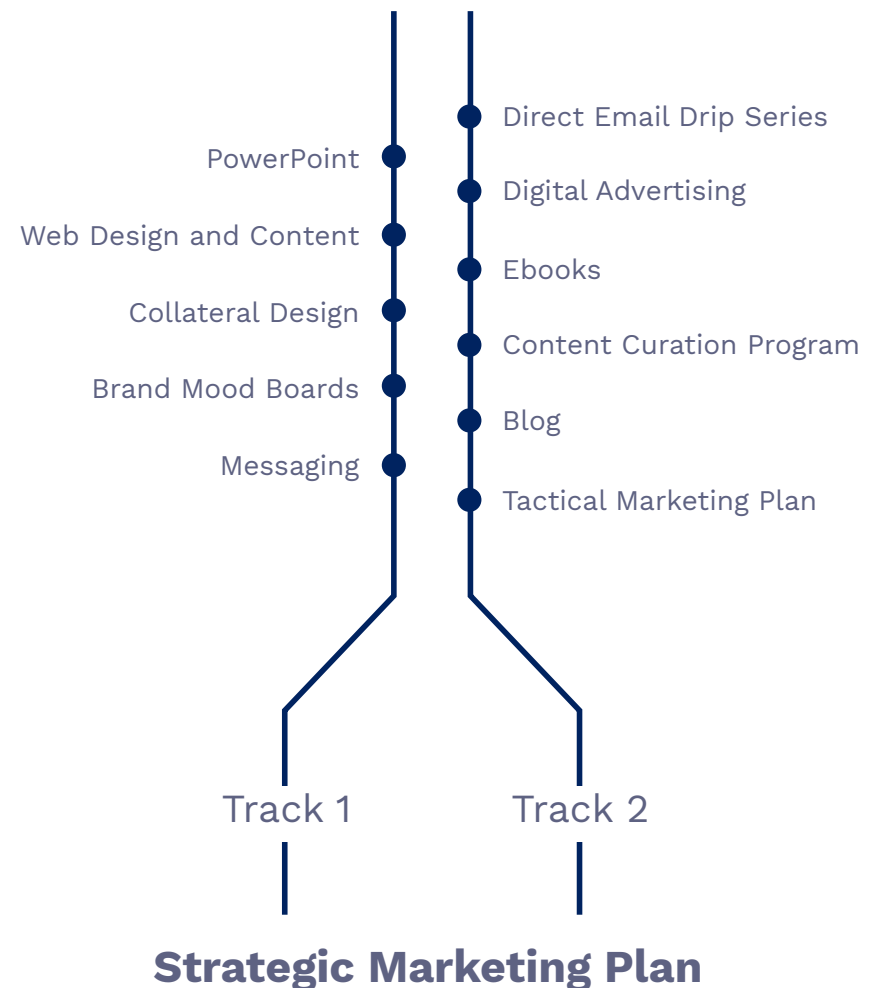
A Foundation for Digital Growth

InteliSecure's dilemma is one that nearly all companies face at one time or another. When you have a new marketing opportunity or goal, it's easy to look for the one tactic—the magic bullet—that will get you what you want.

But marketing doesn't work in a vacuum. Implementing unconnected tactics will simply waste your time and money.

Powers and InteliSecure's team were under pressure to advance rapidly from a sales-only model to digital marketing—and deliver an initial result. But they knew they needed to take the time to build the foundation for that launch. Because they took the path of forming a strong partnership with Refactored to build that foundation, they now have the targeted elements they need to create a positive response to their outreach, gain traction, and have better conversations with the customers they reach.

InteliSecure has seen the successful launch of its digital marketing program. And with increased internal marketing knowledge, they are on a path of growth and transformation as they plan their content and digital marketing programs for the next year.

Launch to New Opportunities

Track 1
- PowerPoint
- Web Design and Content
- Collateral Design
- Brand Mood Boards
- Messaging

Track 2
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- Digital Advertising
- Ebooks
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Track 1   **Track 2**

Strategic Marketing Plan

Where do you want to go next?

Knowing which direction to take and how to assemble the
right components to reach your goals can be a challenge.
Refactored can help you create a strategy that will keep you
on the right trajectory as you head into your next frontier.

Refactored

About Us

Refactored is a full-service digital agency that specializes in marketing for complex, B2B companies that need to speed up, get unstuck, or start from the ground up. We develop and execute strategies based on deep industry understandings, audience insights, and recognition of the right channels and technologies to accomplish your goals. Our clients don't just achieve incremental gains. They leap forward. *Momentum Begins Here.*

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