



Infinity^{QS}[®]
Quality Re-imagined

Empower Your Marketing Evolution

A marketing success story

Changing Demands for a Changing Marketplace

Buyers in today's global, mobile marketplace want to do their own research before communicating with your sales team, making it all too easy for them to drop out of—or worse yet, never enter—the pipeline.

As a result, modern sales and marketing departments are recognizing the need for an evolution, one that makes strategic, aligned marketing support more vital than ever. For B2B marketing teams, these factors present a new challenge: **We must meet buyers where they are, not where we'd like them to be.**

To modernize its marketing and facilitate the successful launch of its Enact solution, InfinityQS hired technology marketing and communications expert Greg Matranga. With a bold vision for the company's future, Matranga set out to grow InfinityQS's marketing strategy.

Learn how he did it—and how you can empower your own marketing evolution.

Years of disruptions in its target market had created an opportunity for InfinityQS to break away from the competition. The company was already the leading global provider of Statistical Process Control (SPC) software and services to manufacturers. Its new software-as-a service (SaaS) platform, Enact, promised to be a game changer, lowering traditional barriers to entry. At the same time, changing buyer habits dictated a need to establish the value of InfinityQS solutions at both the plant and executive levels, targeting long-term, enterprise-wide prospects rather than individual facilities.

Greg Matranga, Director of Marketing for InfinityQS, encountered these pressures.

“I quickly realized the need to prioritize evolutionary changes across the company's marketing approach, a strategy that has reaped big rewards for us.”

— Greg Matranga, Vice President of Global Marketing, InfinityQS



Building an Effective—and Evolved—Digital Strategy

Matranga understood the importance of a **comprehensive digital strategy**. He began by working with Refactored, a full-service digital marketing agency, to develop a plan that could achieve multiple high-priority goals:



Create excitement and awareness around the InfinityQS brand.



Provide content that better supports the digital buyer journey.



Identify and evaluate new growth opportunities.



Prime customers and prospects for the launch of the new Enact platform.



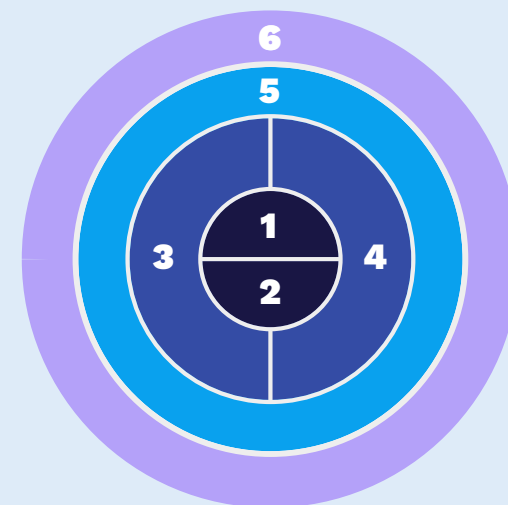
Establish a stronger competitive advantage.



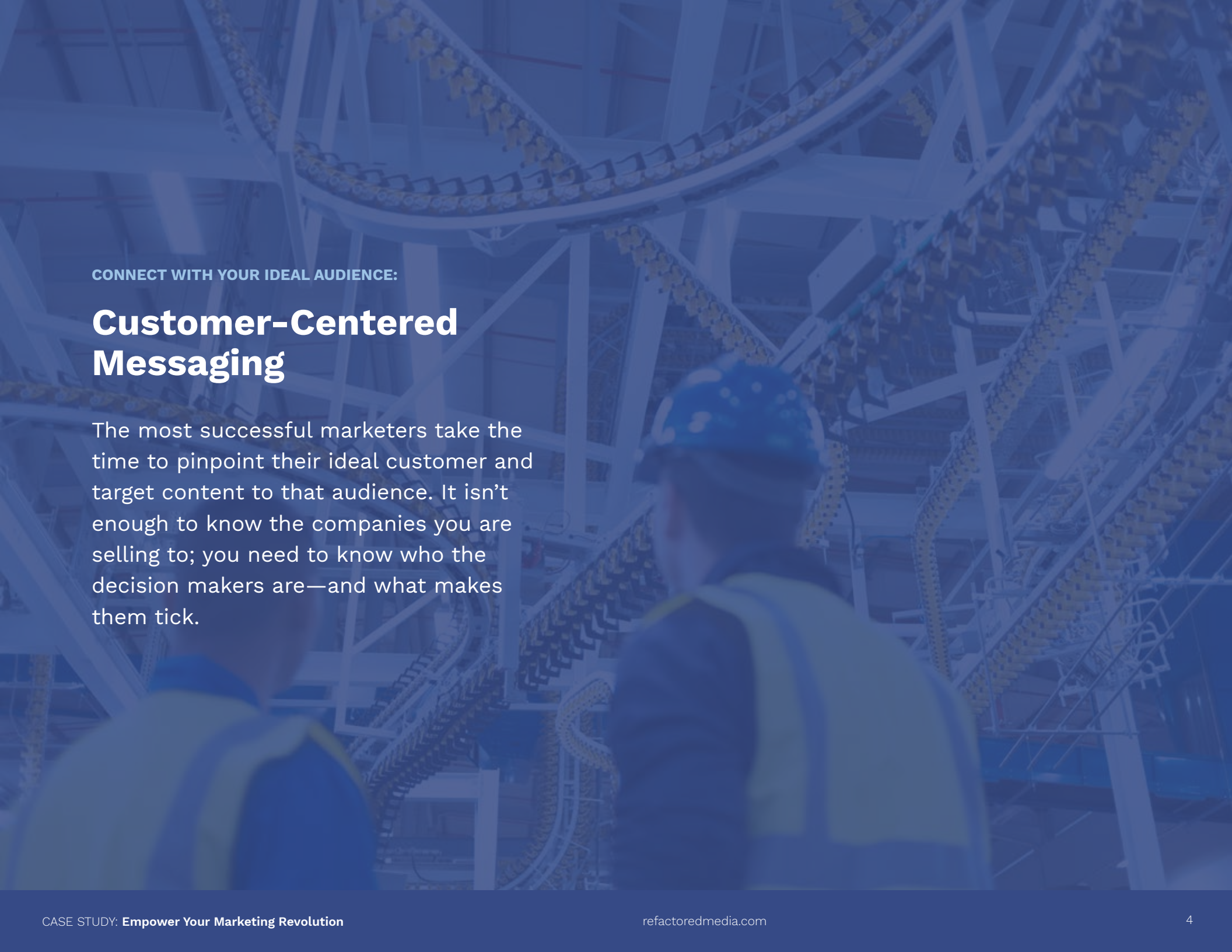
Measure and analyze marketing success and build a strong foundation for ongoing efforts.

“With the upcoming release of our exciting new cloud-based solution, we needed to catch the attention of a much different set of buyers than we had before,” notes Matranga. “It was the perfect time to take a hard look at our entire marketing approach.”

6 Components of a Successful Digital Strategy



- 1. Customer-centered messaging:** Understand and communicate with your ideal audience.
- 2. Targeted branding:** Communicate your unique value and core competitive differentiators.
- 3. Effective website:** Deliver an experience that supports sales by capturing, keeping, and converting prospects.
- 4. Exceptional and engaging content:** Use the power of storytelling to direct key prospects through the buyer journey.
- 5. Demand generation, engagement, and conversion:** Align with sales to maximize reach and lead quality.
- 6. Measurement, optimization, analysis, and growth:** Gather and use specific data to inspire meaningful action.

The background of the slide is a blue-tinted photograph of a roller coaster. In the foreground, the backs of two people wearing blue hard hats and high-visibility yellow safety vests are visible as they look up at the complex track structure. The roller coaster tracks are white with yellow wheels and cars, curving and looping through the air.

CONNECT WITH YOUR IDEAL AUDIENCE:

Customer-Centered Messaging

The most successful marketers take the time to pinpoint their ideal customer and target content to that audience. It isn't enough to know the companies you are selling to; you need to know who the decision makers are—and what makes them tick.

Customer-Centered Messaging

Matranga began by implementing quarterly analyses of the company's manufacturing customers to determine the industry disruptions and pressures that influenced them. "We discovered that years of changes and challenges had reshuffled the established stakeholders for decision-making about purchasing our solutions," he says.

To give Matranga a clear view of this changing audience, Refactored created detailed messaging that identified key stakeholder personas; their responsibilities, motivation for buying, and probable questions and priorities at each stage of the buying journey; and the objections or roadblocks that sales would need to overcome.

"By centering on the customer in this way," says Matranga, "we were able to focus our resources on reaching the right audience, improving the likelihood of successful conversions."

Key Buyer Persona Details

- ☐ Who is our ideal customer—the person who can benefit most from our solution?
- ☐ What are their pains and needs?
- ☐ What keeps them up at night or makes them excited to come to work?
- ☐ How can our product or service make their lives easier and more successful?
- ☐ Are they aware of the problem our solution solves?
- ☐ What can our solution do for them that competitors cannot?
- ☐ What is preventing them from choosing our solution?
- ☐ What is their role in the purchasing decision?

Takeaway:

Create and use persona messaging as the foundation for customer-centered marketing.



COMMUNICATE UNIQUE VALUE:

Targeted Branding

“A crucial aspect of our marketing evolution was to fully articulate the unique value of our solutions,” says Matranga. “We needed to understand why customers should—and ideally would—buy from us rather than one of our competitors. Otherwise, how would we be able to help prospects come to that “same conclusion?”

Targeted Branding

Successful branding requires more than a catchy slogan or eye-catching logo. It includes targeted messaging that communicates the unique value that customers can gain by working with your company and using your solutions.

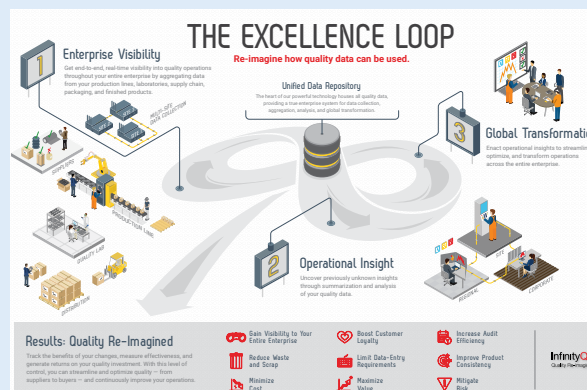
A competitive analysis concluded that InfinityQS's branding and messaging approach was much the same as its competitors, with little differentiation or strong statement of purpose. Based on in-depth industry and customer research, InfinityQS developed a new, high-level brand theme: **Quality Re-Imagined**. This concept positions the company as a provider of innovative solutions that can be used to proactively improve product and process quality rather than simply maintain the reactive status quo that prevents customers from excelling.

With this insight, Refactored crafted **messaging at the corporate and product levels** to enable Matranga's team to clearly communicate the core InfinityQS brand value and successfully align that value with customers' business priorities.

Takeaway:

Use branding to convey
your unique value in a way
that resonates with your
ideal customers.

Illustrated Brand Concepts





CAPTURE ATTENTION AND INSPIRE ACTION:

Effective Website

Today's B2B websites need to be more than online brochures. Simply maintaining a web presence does little to support sales or reach customers. In fact, an ineffective website can frustrate prospects and turn them toward competitors.

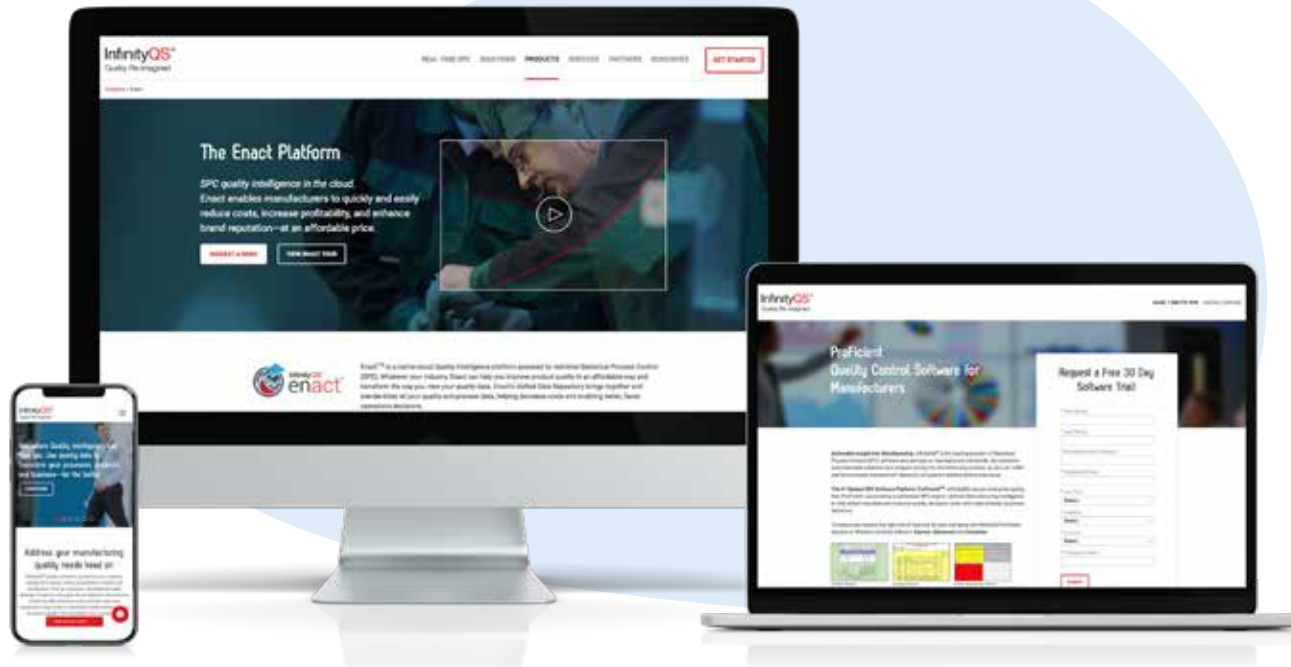
Effective Website

InfinityQS's website looked much like its competitors'. Although the site noted the company's position as a global leader, it did little to humanize the brand, surface priority information, or propel prospects through the buying journey.

"Using our new branding and corporate, product, and persona messaging as a touchpoint, Refactored worked with us to design a refreshed site that prioritized our customers," Matranga explains.



Customer-Centric Site Design



Effective Website

Integrated user tracking enables delivery of targeted messaging and banners, and a Product Tour feature enables prospects to see and experience the power of their solutions before committing to speak with sales. On the back end, a state-of-the-art .NET-based solution by [Kentico Software](#) **simplifies site management and enables integration** with the company's Marketo marketing automation system and Salesforce.com CRM.

The redesigned site is easier to navigate, enabling customers to quickly identify how InfinityQS solutions can help solve their most pressing business needs. The site illustrates and unifies core concepts, emphasizes brand value, amplifies calls to action, facilitates localization, and follows a mobile-first approach, optimizing page size and site speed—for **better search ranking, greater visitor conversions, and an accelerated buying cycle.**

Takeaway:

Create a website that
connects with customers'
needs and inspires action.

Site Redesign Results



Site conversion
rate up by
27%



Total visits
up by
126%



New users
up by
134%



Time spent
on site up by
18%



Page views
up by
89%



Revenue up by **30%**
YOY two years
running



TELL AN UNFORGETTABLE STORY:

Engaging Content

InfinityQS needed to excite prospective customers about the potential hidden in the quality data they already collected.

“With Refactored’s help, we developed a library of blog posts, white papers and ebooks, videos, case studies, and articles that led manufacturers through our Quality Re-Imagined concept,” says Matranga.

“We used our content to help customers see themselves as the hero of the quality story.”

Engaging Content

Content should underpin every part of your marketing strategy. From website copy to white papers, blogs to banner ads, video scripts to social media posts—each and every piece of copy that a marketing team produces tells a piece of your brand story. Content that educates, entertains, and engages has greater reach and impact than dry, impersonal, cookie-cutter text.

Of course, creating great content is only the beginning. An effective digital marketing plan includes an ongoing strategy for building and refreshing content as industry conditions, customer needs, and your own solutions and priorities change. This approach enables you to nurture prospects throughout the buyer journey and turn customers into enthusiastic brand advocates.

Takeaway:

Create content that educates
or excites—and grow
prospects into customers.



A hand holding a smartphone over a desk with papers and sticky notes. The background is a blurred office desk with various papers, sticky notes, and a smartphone. The text is overlaid on the left side of the image.

ENABLE OUTSTANDING SALES:

Alignment for Demand Generation, Engagement, and Conversion

A growing yet vital priority for many companies is the alignment of marketing and sales departments. This level of symbiosis not only provides enhanced insight for future marketing initiatives, it also improves the success of sales efforts. As marketers develop platform messaging and subsequent content strategy, it's essential to consult with the sales team that supports and nurtures client accounts.

Alignment for Demand Generation, Engagement and Conversion

“To get ongoing insight about our customers and feedback from everyday users, I initiated quarterly customer surveys,” says Matranga.


He also developed a stronger connection between the marketing and sales teams. Matranga worked with InfinityQS Sales Operations Manager John Hicks to ensure that the two departments held frequent meetings on approach, materials, and lead quality, and produced a quarterly analysis of win/loss data to look for optimization opportunities.

Refactored helped to develop materials designed to nurture each persona through the buying journey. In a short period, the team focused on generating content that connected with the unique pains that prospects were experiencing and that communicated the opportunities they could realize with InfinityQS solutions. Messages were tailored based on the recipient’s role in managing quality data.

The highly enabled content that Refactored created in tandem with InfinityQS sales staff contributed to the pursuit of six-and seven-figure deals covering hundreds of manufacturing facilities and ensuring years of ongoing revenue streams. These successes contributed to a highly focused sales pipeline with **4x the number of qualified enterprise prospects in the span of just one year.**

Takeaway:

Align marketing and sales efforts to get the best from both teams.



EXCEED EXPECTATIONS:

Measurement, Optimization, Analysis, and Growth

With Google regularly changing the way it evaluates and ranks search results, customers increasingly focusing on mobile delivery, and a constantly shifting regulatory environment (e.g., GDPR), Matranga determined that “it was more important than ever that we include measurement, optimization, and testing in our strategy. A mistake in any of these areas would cost us valuable traffic and revenue.”

Measurement, Optimization, Analysis, and Growth

"We tracked and tested every project and initiative to ensure effectiveness," says Matranga.

With the redesigned InfinityQS website in place, the Refactored team focused on driving prospects through digital channels.

- ✓ The Refactored team employed techniques to target, track, and nurture leads across platforms.
- ✓ The team conducted SEO (including keyword discovery, a content gap analysis, and a review of the site architecture) through link analytics, content optimization, and continued development.
- ✓ Inbound marketing programs tracked various channels, including paid search, digital networks and prospect matching technologies, call tracking, and social media.

The team used Google Analytics to obtain volume and path data; Mouseflow provided page click and use analysis. Refactored employed an A/B and multi-variant testing regimen to continually optimize the website and its content. And end-to-end lifecycle reporting, or first-dollar attribution, tracked a prospect's first-touch marketing vehicle all the way through to purchase, identifying which marketing investments performed best for lead generation.

This data helps InfinityQS stay on top of industry and customer trends. Matranga has valuable information that can be used to develop account-based marketing and other campaigns. And he has the insight he needs to continue evolving his strategy, collateral, and team.

Takeaway:

Implement tactics that optimize your visibility, maximize your SEO and marketing ROI, and position your brand for continued growth.

Optimization Results



Organic traffic increased

>60% YoY*

**Valued at \$500K*



964
keywords
in Google's
top 100

41
keywords
ranking in the
top 3 Google
positions



Mobile conversions up

34%



Cost of paid
conversions down by

56%



Conversions for paid
traffic increased by

15%

Evolutionary Process, Revolutionary Results

Overhauling your marketing strategy can seem daunting, but the results can be transformative. Matranga's dedication to a modernized digital marketing strategy paid off many times over:



Traffic to the company's website increased dramatically.



Mobile and paid traffic conversions saw impressive leaps.



Organic search skyrocketed, reducing the outlay required for paid search.



YoY sales increases have remained consistent at over 25%.

InfinityQS recently reported its **third straight year of double-digit growth**—some of the best years across the company's 30-year history.

"Refactored's commitment to working with us to evolve our digital marketing enabled us to grow brand awareness and support our sales team during the launch of our new Enact platform," says Matranga.

Benefits of Strategic Marketing

Gross sales up
30% YoY*

Annual sales records have been broken
2 years running

4x increase in the number of qualified, "rock star" enterprise prospects

102% YoY
growth in EMEA market

2x
the number of cloud licenses

Award-Winning Results

With the support and cooperation of Refactored and other agency partners, the InfinityQS marketing team has been recognized with numerous national industry awards spanning all the marketing disciplines employed to improve outcomes.



2018 Gold Stevie Award from American Business Awards

Gold: InfinityQS - Marketing Campaign of the Year - Internet / Telecom



2018 B2 Award from the National ANA Business Marketing Association

Excellence Award: InfinityQS - Search Advertising - SEM and SEO

2017 B2 Award from the National ANA Business Marketing Association

Excellence Award: InfinityQS - Website Redesign/Development \$100K+



2017 Transform Awards North America from Transform Magazine

Gold Award: InfinityQS - Best Rebrand of a Digital Property

Highly Commended - InfinityQS, Best Brand Evolution



2017 Diamond Award from the ITSMA Marketing Excellence Awards

InfinityQS - Strengthening Brand Differentiation



2018 Gold Key Awards from BMA Colorado

Gold: InfinityQS - B2B Brand Campaigns: \$150K+

Gold: InfinityQS - Content Marketing Program

Silver: InfinityQS - Video - Over 30 seconds

Silver: InfinityQS - Paid, Owned, Earned Media - \$150K+

2017 Gold Key Awards from BMA Colorado

Gold Award: InfinityQS - Website Redesign/Development \$100K+





EXCEED EXPECTATIONS:

Ready to launch your own evolution?

Contact Refactored at 970.545.4171.
We help B2B companies develop and realize robust, high-achieving digital marketing strategies.

We're here to help.



About Us

Refactored is a full-service B2B digital agency helping brands navigate the complexities of modern marketing by aligning people, process, and technology. Our goals are to showcase your brand's unique value and generate results that matter to your business. We help you find your voice, tell your story, and outperform your competition. Through engaging online and offline experiences that align with your customers' needs, we help you educate stakeholders and motivate them to positive action. Refactored serves national and international corporate clients from our home offices in Colorado. Let us show you how to demonstrate your compelling purpose—and strengthen your brand from the inside out. Connect with us at www.refactoredmedia.com.

Contact Information

hello@refactoredmedia.com
970.545.4171

©Refactored - All Rights Reserved

For more information, visit
refactoredmedia.com.