

## CASE STUDY

# Elevation Marketing boosts visibility for top ERP implementors and global business consultants in a competitive market

elevationb2b.com



**elevation**marketing

## BACKGROUND

# Game-changing, open source ERP solutions are unleashing the power of data to achieve competitive advantage and drive ROI.

The ever increasing pressures faced by companies today are challenging business leaders to advance productivity and improve efficiencies to do more work with less workforce capacity. Automation of manual, costly, time-consuming and repetitive tasks enables fewer workers to complete more work in a given span of time, which has become an important factor contributing to winning a competitive advantage in many sectors from manufacturing to e-commerce. Open source, enterprise resource planning (ERP) solutions give businesses the flexibility they need to solve this challenge by streamlining and simplifying traditional systems and processes.

Open Source Integrators (OSI) leverages ERP solutions, built with open source code and best practices, to develop an integrated, agile and precision-tailored digital nervous system for their clients' businesses. OSI provides single, cost-effective and modular solutions, either on-premise or in the cloud for ultimate scalability, enabling their customers to take advantage of an integrated suite of tools that streamlines customer relationship management (CRM), business process management (BPM), e-commerce, data integration, accounting, field service management and many other key business processes.

OSI provides single, cost-effective and modular solutions





## CHALLENGE

Generating quality leads to get the OSI brand in front of more people who are potential customers looking for ERP software and business process improvement.

OSI has a great story to tell, but the message was not getting out in front of the right audience segments. The company had done a tremendous job establishing itself as a game-changing partner and advisor to its customers, however, to many potential prospects, a lack of awareness about the brand presented a challenge in differentiating OSI from less-qualified competitors.

Elevation Marketing was brought on to counter this and to help generate more quality leads within other open source communities and from end-user prospects. Elevation was also tasked with positioning the company as having one of the best open source integration teams in the U.S.



## STRATEGY

Refine the brand's messaging to resonate with OSI's target audience, and leverage the power of pay-per-click (PPC) campaigns and SEO-optimized, digital content to drive traffic, build awareness and lead to more conversions.

### PHASE 1: DISCOVERY

#### BRAND IMMERSION, WEBSITE AND SEO AUDIT

The first phase centered on reviewing previous and current content marketing, website assets, PPC and SEO strategy to **identify opportunities for greater success**. Elevation reviewed client-provided research reports, positioning statements, communication strategies and marketing materials to understand how the OSI brand is currently implemented through specific marketing channels. The comprehensive assessment of where the brand has been enabled Elevation to understand how future content should resonate with prospects across targeted industries and effectively differentiate OSI from its competitors.

An audit of OSI's existing website domains and backlinks was conducted by Elevation, in order to see how to improve the user-friendliness of OSI's website landing pages. In addition, a comprehensive paid media and SEO review was done to examine previous paid and organic search performance.

During the review, Elevation's digital team uncovered that a sizable percentage of OSI's digital spend allocated for PPC and social media had been hijacked by bots that were creating invalid clicks across OSI's PPC and paid social campaigns, which amounted to wasted spend. Due to the ad fraud that had been perpetrated by bots, OSI's digital advertising was not being seen by prospects, and they were losing ROI by paying for unseen ads. Forensic analysis of OSI's metrics on Google Analytics revealed telltale patterns of bots being used to click on ads automatically. In particular: bounce rate (bots were hitting one page and then leaving); page views (a user viewing 50-60 pages is not a real person); page load metrics (spikes in load times indicate a jump in bot traffic) and average session duration (bots usually visit for two seconds, no more).

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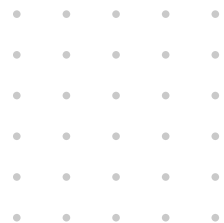
### PHASE 2: VALIDATION

#### INTERNAL AND EXTERNAL STAKEHOLDER INTERVIEWS

To better understand OSI's positioning vs. the market perception, **Elevation conducted eight in-depth external customer interviews and four internal stakeholder interviews**. Through the interviews, we found that OSI is viewed as a solutions provider having a unique combination of business process and open source integration expertise. However, Elevation also found the value proposition was not registering with some customers who found OSI's work process rigid and expensive.

Elevation determined that OSI needed a more effective communications strategy that highlights the valuable business impact of OSI's solutions — especially focusing on OSI's partnership with Odoo, a popular open source ERP platform that is highly ranked by open source industry analysts and used by more than two million people around the world. The ad fraud uncovered by Elevation's digital team clarified part of the poor lead generation performance OSI had been experiencing and informed our development of a new digital advertising strategy.





### PHASE 3: EVALUATION

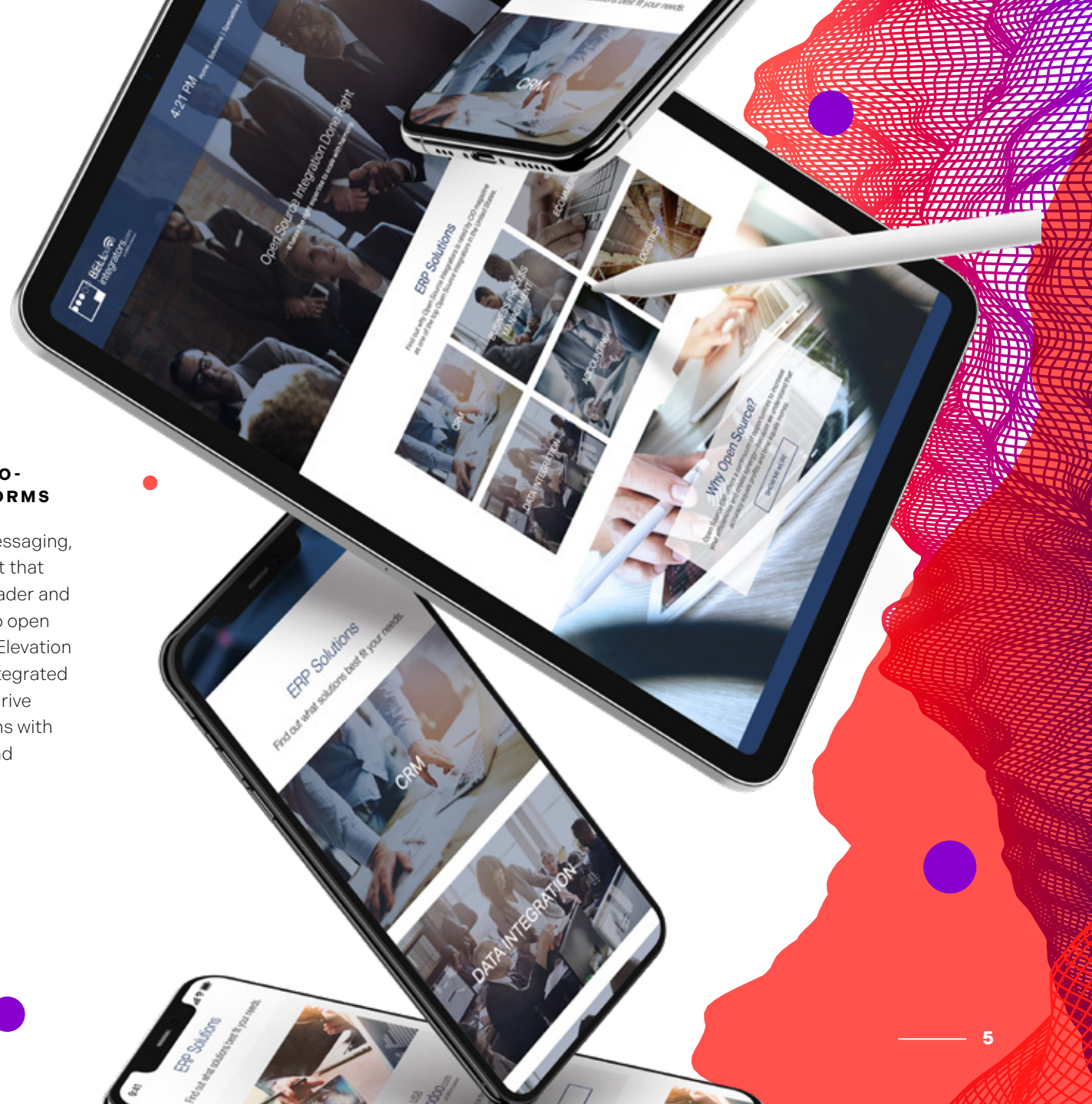
#### BRINGING IT ALL TOGETHER

The insights uncovered during the first two phases revealed that OSI needed improved PPC campaign management and higher quality, SEO-optimized digital content that leverages a new, consistent and unified message and voice that focuses target prospects on the business value of Odoo open source ERP solutions, raises awareness and engages with target audiences earlier in the sales funnel.


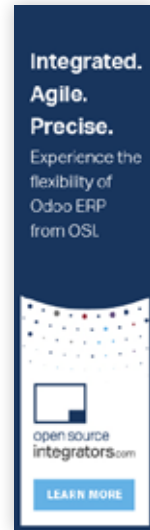
### PHASE 4: EXECUTION

#### ENGAGING CONTENT ON SEO-OPTIMIZED DIGITAL PLATFORMS

Elevation created foundational messaging, creative design and digital content that will reinforce OSI as an industry leader and leverage the popularity of its Odoo open source ERP platform. In addition, Elevation combined these efforts with an integrated paid search and SEO strategy to drive more leads and on-site conversions with high-quality, optimized content and revamped PPC campaigns.








**Real change.  
Real results.**

Experience the flexibility of Odoo ERP from OSI.

 open source  
integrators.com

[LEARN MORE](#)

An advertisement for Open Source Integrators. It features a large blue circle on the left side, filled with many small white dots of varying sizes. To the right of the circle, the text "Real change. Real results." is written in a bold, sans-serif font. Below this, in a smaller font, is "Experience the flexibility of Odoo ERP from OSI." In the bottom right corner, there is a logo for "open source integrators.com" which consists of a square icon with a smaller square inside it, and the text "open source integrators.com" below it. A blue button with the text "LEARN MORE" is located at the bottom right.

An advertisement for Odoo ERP. It features a dark blue background with a white curved shape at the bottom. The text "Real change. Real results." is in large white font, followed by "Odoo ERP." in a smaller white font. At the bottom left is the Open Source Integrators logo, which consists of a white square with a smaller white square inside it, and the text "open source integrators.com" next to it. At the bottom right is a blue button with the text "LEARN MORE" in white.

**Transform your business**  
with Odoo ERP.



open source  
**integrators.com**

[LEARN MORE](#)

MESSAGING MARKETING | 20

# Messaging

## How to Solve Your Brand's Enigma For Greater Awareness and Stronger Sales

Control of your messaging is critical to your marketing. The Messaging Matrix provides a solution to help build consistent awareness for your brand, influence and convert the right audience, leverage all of your marketing assets. It is a powerful tool in your marketing arsenal, providing a path for long-term brand growth and development.

Here's a quick overview on how to use it to make your messaging more effective:

### STEP 1: Understanding Your Messaging Mission

Before determining your brand of messaging, you must determine your brand of messaging. This is the foundation of your marketing effort. You must determine your "big idea" or your brand's mission statement. This is the foundation of your marketing effort.

- **What is your brand's mission?**
- **What is your brand's vision?**
- **What is your brand's purpose?**
- **What is your brand's goal?**
- **What is your brand's strategy?**
- **What is your brand's tactics?**

The Messaging Matrix defines your brand's mission, vision, purpose, and strategy. This is the foundation of your marketing effort. This is the foundation of your marketing effort.

### STEP 2: Understanding Your Message Keys

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### STEP 3: Identifying Your Communication

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### STEP 5: Understanding Your Message Keys

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### How to Use Your Messaging Matrix

#### 1. Determine your Messaging Matrix's marketing mission

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#### 2. Create communication that defines your brand's mission and vision

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#### 3. Determine to whom your brand's mission and vision is directed

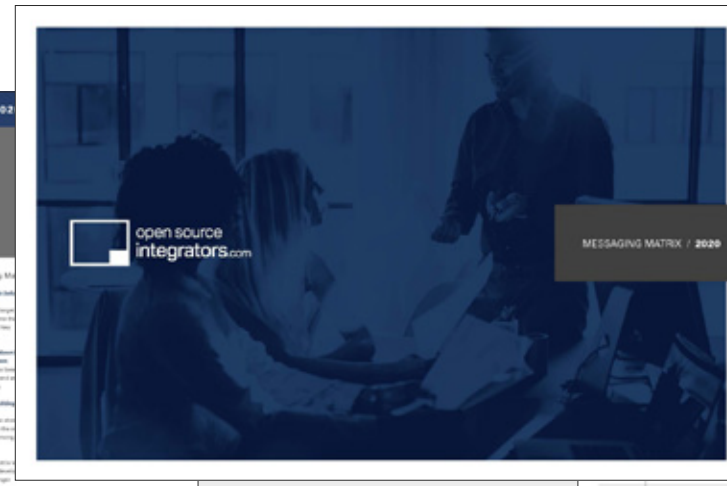
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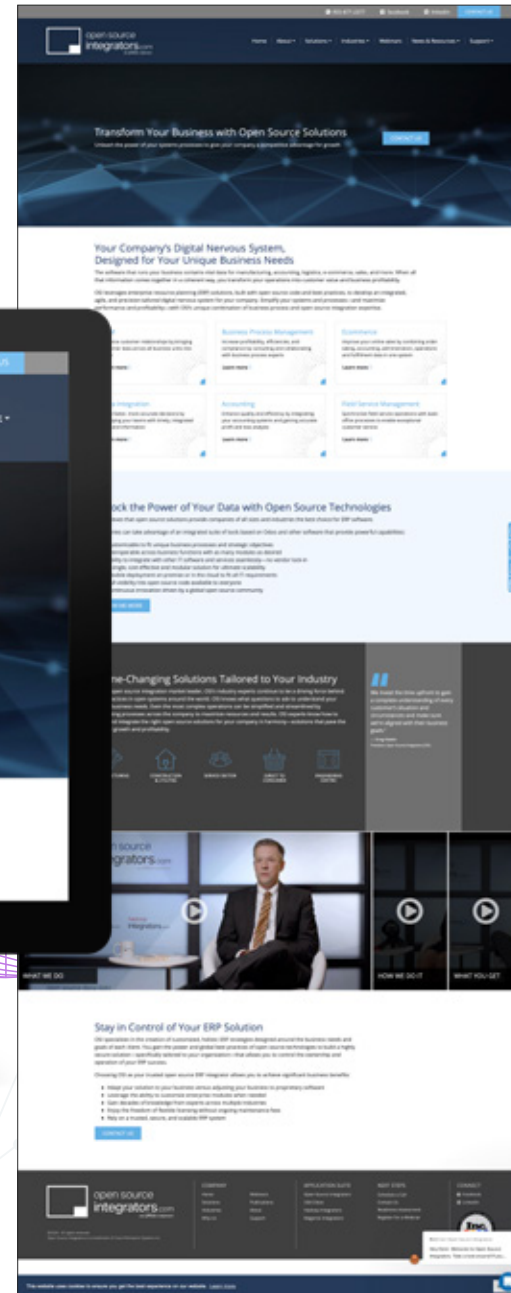
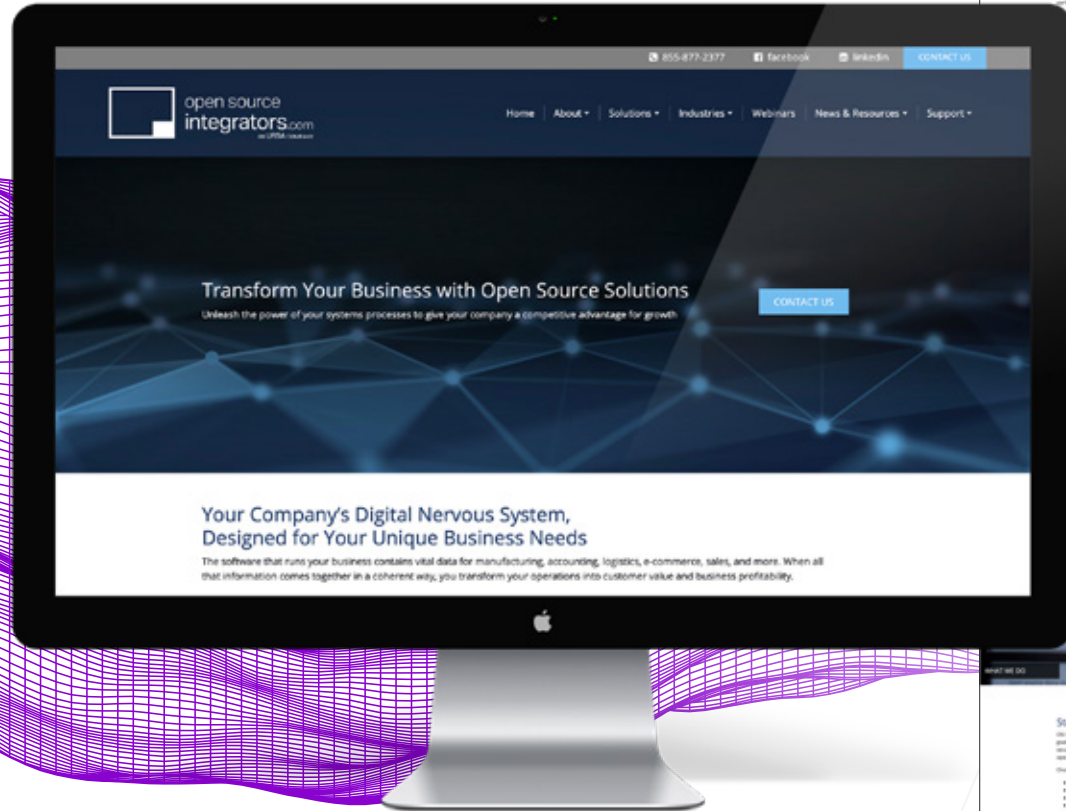
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Website





# 400%

**INCREASE IN QUALIFIED LEADS PER  
MONTH FROM PPC CAMPAIGNS**

# 45%

**INCREASE INCREASE IN ORGANIC  
SEARCH TRAFFIC TO OSI WEBSITE YOY**

# 129%

**INCREASE INCREASE IN ORGANIC  
IMPRESSIONS YOY**



## RESULTS

Drive quality new leads from PPC and SEO-optimized content to start the sales conversation and win business.

Elevation Marketing's paid digital campaigns for OSI raised its lead generation performance by 400% per month, and even more when including on-site conversions like webinar and newsletter sign ups — helping to raise greater awareness about OSI in a crowded marketplace and generate new business leads. Organic traffic and impressions also increased substantially.



ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss  
your project?**

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elevation marketing | elevationb2b.com



**Business Journal**  
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