

Quickbase Service Provider Stands Out as Leading Partner After Marketing Transformation

Low-Code Software Development and Consulting Company Overhauls Go-To-Market Strategy That Resulted in Organic Lead Generation and Improved Sales Outcomes

New approach to marketing capitalizes on brand and in-house experts to create detailed customer stories, sales collateral, and an improved buying experience for clients both in and out of their established partner referral networks.

THE CLIENT

Quandary Consulting Group is a Denver-based business automation consultancy with over 50 consultants and developers on staff.

They create custom applications using a range of low-code tools for clients ranging from SMEs to multinational enterprise technology companies.

We helped the team overhaul their marketing strategy, improve the website, and create critical assets for the sales process leading to more organic leads.



THE PROBLEM

Quandary's marketing program struggled to make a measurable impact on business goals. The sales team generated revenue exclusively from technology partner referrals. Marketing was seen as a necessary expense, but not a main business driver.

Sales and marketing teams were siloed with few insights shared between the groups. Sales went to events, contacted prospects, and worked to close deals. Marketing focused mainly on tactics: created sales assets, published blogs, and updated the website. Interactions between the teams were minimal.

Additionally, the sales team did not have a clear SOP in place for capturing detailed customer insights in their CRM.

As a result, marketing struggled to build effective campaigns.

Without a single source of customer truth, the only people on the team with clear insights into the sales process were the sales lead and the CEO. This created operational bottlenecks and created unnecessary risk—if any sales team members left, they would take their experience and insights with them.

Marketing assets were ineffective. Various interns, consultants, and developers attempted to create content. But it failed to generate any business impact. And the website failed to generate any organic leads, serving as a digital placeholder for the business.

- No alignment between the marketing and sales team
- Weak customer data
- Underperforming marketing content
- Marketing seem as an expense, not a business driver
- Sales teams had to work harder to close deals

THE SOLUTION

We designed a Go-To-Market strategy for the client based on their business goals, team, and the challenges of marketing in the tech services space. And we created the necessary assets using SME-led interviews, ensuring we created content that would drive business.

DATA-BACKED GO-TO-MARKET STRATEGY

- Verified two industries and the best approach the client could take to find, qualified, and close deals.
- Shared a detailed research document that informed their leadership team on the real pain points of prospects along with their preferred channels, improving conference success rates.

WEBSITE COPY AND STRUCTURE OVERHAUL

- Website redesign that used customer-language to convert site visitors into hand-raisers.
- Created additional pages highlighting an extensive list of services and products.
- Added chatbot scripts and conversion elements throughout the site to capture better customer insights.

SME-LEAD ASSETS

- Worked with project leads and developers to create detailed case studies, showcasing their team's incredible work.
- Created additional pages highlighting an extensive list of services and products.
- Created a "culture of content" in the organization where developers share customer success stories, reflect on their work, and share ideas for new case studies.

BRAND DEVELOPMENT

- Created SEO-Content to cover critical "money keywords", that lead to numerous organic leads each month.
- Created "link bait" content that appealed to other writers and journalists, resulting in numerous organic backlinks that improved brand presence.
- Regularly interviewed the CEO to collect insights for creating thought leadership that lead to speaking engagements and co-branded opportunities with technology partners.

SALES AND MARKETING ALIGNMENT

- Set up a regular cadence of meetings with the marketing and sales team to share insights and keep both parties strategically aligned.
- Provided guidance on capturing customer insights during the sales process that the marketing team can use to create customer-focused content.
- Set up and encouraged the adoption of a "Customer Love Channel" where team members can share wins and testimonials from clients, improving morale and providing strategic insights for sales and marketing teams.

THE PROCESS

The team had existing assets on their website. But these assets struggled to capture traffic or convert prospects into leads. Instead, the team relied on partner referrals for new business.

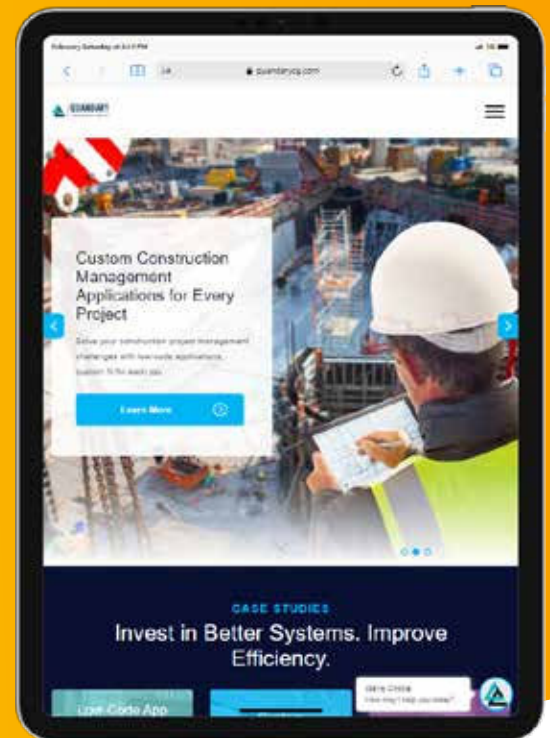
Working with the leadership team, our team researched two potential markets, providing the necessary data for the team to confidently pursue these two industries.

Next, we audited the website by pulling data from four different sources and reviewed the conversion potential of the website. After, our team researched the market, customers, and business to create a copy that aligned with their brand and customer needs.

This gave our team several clear data points to build an actionable strategy for the team with clear objectives and milestones.

We also worked with the team to create these assets. From case studies to knowledge base articles to blogs designed to generate organic backlinks, our team created the marketing collateral the team needed. And we worked with their development team to publish these assets.

Through regular meetings, clear communication, and organized documentation, we helped align sales and marketing teams. And our team built a system for collecting SME insights to share with a larger audience. This leads to an appreciation for content creation and an enthusiasm for sharing customer stories internally.



CHALLENGES

1

The team had relied heavily on its existing partner network to drive referrals. Moving them away from that consistent supply of leads required coaching and several discussions around risk.

Solution: Our team explained the value and low risk of building additional lead pipelines.

2

Previous marketing consultants who lead the in-house marketing team struggled with accepting copy written in the words of customers. Instead, they preferred jargon-heavy copy they believed better conveyed Quandary's core values.

Solution: We worked with the team through several coaching sessions, explaining the value of using language customers would recognize.

3

Quandary had to balance building out a new sales pipeline with maintaining their existing partner relationships.

Solution: We worked with the team to create the necessary assets for co-branded conferences, webinars, and articles.

THE RESULTS

The team had a clear vision of who their ideal clients were, how to reach them, what topics interested them, and the preferred format.

There was a unifying strategy for sales, marketing, and leadership. This led to regular meetings between the teams, improving alignment, and ensuring all actions supported the agreed-on strategy.

Monthly leads generated from organic visitors increased from 0 to 5 - 10+.

The website outranks all competing service providers on high-conversion keywords, generates more organic traffic, and earns organic backlinks without outreach.

The team gets regular speaking opportunities and co-branded engagements due to the size of their existing audience and the CEO's presence as a thought leader.

Developers value content and are eager to share their stories with a larger audience.

Team morale is higher because teams are better aligned and get to share their wins with the team.

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James at Lead Comet is professional, prompt and proactive. Not only does he execute our vision, he continues to research and educate himself of our niche space to understand our editorial needs and ensure the content created is not only engaging, but also purposeful.

The content he produces continues to rise in the rankings putting us in front of new clients and being a place in which others in our industry go to learn.

His work is a huge part of why we are one of the top companies in our space. I highly recommend working with James"



Krystle Zepp

Operations Manager
Quandary Consulting Group

Contact Lead Comet

Lead Comet is a marketing agency for technology services firms, providing strategy, support, and implementation.



James De Roche
Managing Partner

Our Offices

United States

30 N Gould St Ste 29069
Sheridan, WY 82801

☎ 307-200-7507

✉ info@lead-comet.com

United Kingdom

W1F
London, England

☎ +07823776394

✉ info@lead-comet.com