

CASE STUDY

A BLUEPRINT FOR GROWTH

# How a B2B firm grew leads 10x with smart digital marketing

In 2020, BuildingPoint Canada took their marketing and lead generation fully digital, going from tradeshow and print brochures to a complete digital strategy that has increased their leads tenfold.



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**What happens when a company that's only ever done trade shows decides it's time to move to a digital marketing and lead generation strategy?**



**They go from  
50 leads a month  
to **over 500****

**Get fully measurable ROI –  
and completely change the  
game in terms of growth.**

That company is BuildingPoint Canada, a player in the emerging building information modeling (BIM) industry. They create software and hardware that connects everyone involved in a construction project – engineers, architects, contractors, trades – and enables them to work seamlessly together to optimize the design/build/operate cycle.

In the past, BuildingPoint's lead generation efforts had been focused on trade shows, events and other in-person tactics. But their leadership team – in particular, General Manager David Davidson – was ready to evolve and modernize the company's marketing as a way to drive growth. When they engaged Mezzanine in late 2019 to help them implement a digital marketing strategy, their timing couldn't have been better: they launched their new marketing and lead generation initiatives just a few months before

**COVID-19 made digital the only option.**



***“When COVID hit, all of our traditional lead gen activities disappeared,” says David Davidson, General Manager of BuildingPoint Canada. “But since we had set the stage for digital content and virtual events, we were able to not only stay connected but also to dramatically increase our engagement with customers and prospects. We were ready, while our competitors were scrambling to catch up.”***

Since then, BuildingPoint Canada's digital marketing has been incredibly successful, yielding strong ROI and more leads than the company was expecting. Achieving this transformation and growth took buy-in, planning, a lot of hard work – and carefully following a number of best practices for implementing a successful digital marketing strategy. Here are five of the best practices that lead to success:

## BEST PRACTICE 1

# Change your perspective on marketing from reactive to proactive

In many B2B companies, marketing is a reactive activity, and BuildingPoint Canada was no exception: they tackled marketing as a series of single events and projects, instead of a big-picture approach: the challenge was to change that mindset.

“Our marketing efforts were more along the lines of ‘we’ve got a trade show coming up next month and we should do something for it,’” says Davidson. “There was no long-term plan in place for building relationships, and nothing we could measure against. As a sales organization, we’re good at setting ROI: we just needed to apply that approach to our marketing.

**And that shift in attitude has taken us from being just a supplier to being a trusted advisor and a subject matter expert our clients rely on.”**



## BEST PRACTICE 2

## Take a two-pronged approach to getting results: think both long-term and short-term.

Implementing a digital marketing plan of this scope is a long game: it takes time to get results. However that doesn't mean the company has to wait months to see reassuring numbers and know they're making progress. Building short-term wins early into the process helps maintain shareholder buy-in, keeps momentum going and allows the marketing team to show that things are on the right track.

"Nothing succeeds like success," says Lisa Shepherd, President, Mezzanine Growth. "It takes time to build relationships, get processes in place and start seeing results. Especially in B2B companies with a complex sale where the sales cycle can be 6 - 36 months. In the initial stages of implementing strategic lead generation and marketing, people often get antsy – those first months, even up to a year, are the most challenging time. But once you see some results, that's when people get excited.

**Getting in those early wins generates the credibility that management needs in order to know that things are working and will deliver long term results."**

BuildingPoint Canada is bringing new technology to new customers, and they realized early on that educating those customers is a vital part of the sales cycle. That was a key long-term priority: building a robust website that tells the story of how BuildingPoint solves customer problems. **They went from a weak 'brochure-ware' website to a robust, content-rich resource that has educational materials their customers are looking for** and functions as a central pillar of marketing.

**“Now we have a platform we can drive customers to through proactive marketing campaigns, and when they get there they can see the story and each page is actionable,” says Davidson. “It has taken us from single digit visitors to 10,000 visits a month.”**

However, in the six months it took to build out the site, the team needed to show some short-term successes. And they did that by going after low-hanging fruit: past customers.

In the past, BuildingPoint sent out yearly renewal emails for a subscription-based product. But customers either renewed or they didn't: there were no reminders beforehand and minimal follow up after. To win those customers back, BuildingPoint sent a quick, inexpensive five-email campaign that let customers know their renewal was coming up, reminded them if they hadn't renewed, and reconnected with those who had let their subscriptions lapse.

The result was an impressive 15% increase in renewals – at no additional expense. The “cost” was time and creativity. The quick win buoyed confidence in the larger initiative, keeping momentum going until the new site launched.

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#### MEASURABLE RESULTS

**15%** INCREASE IN RENEWALS  
AT NO ADDITIONAL EXPENSE

## BEST PRACTICE 3

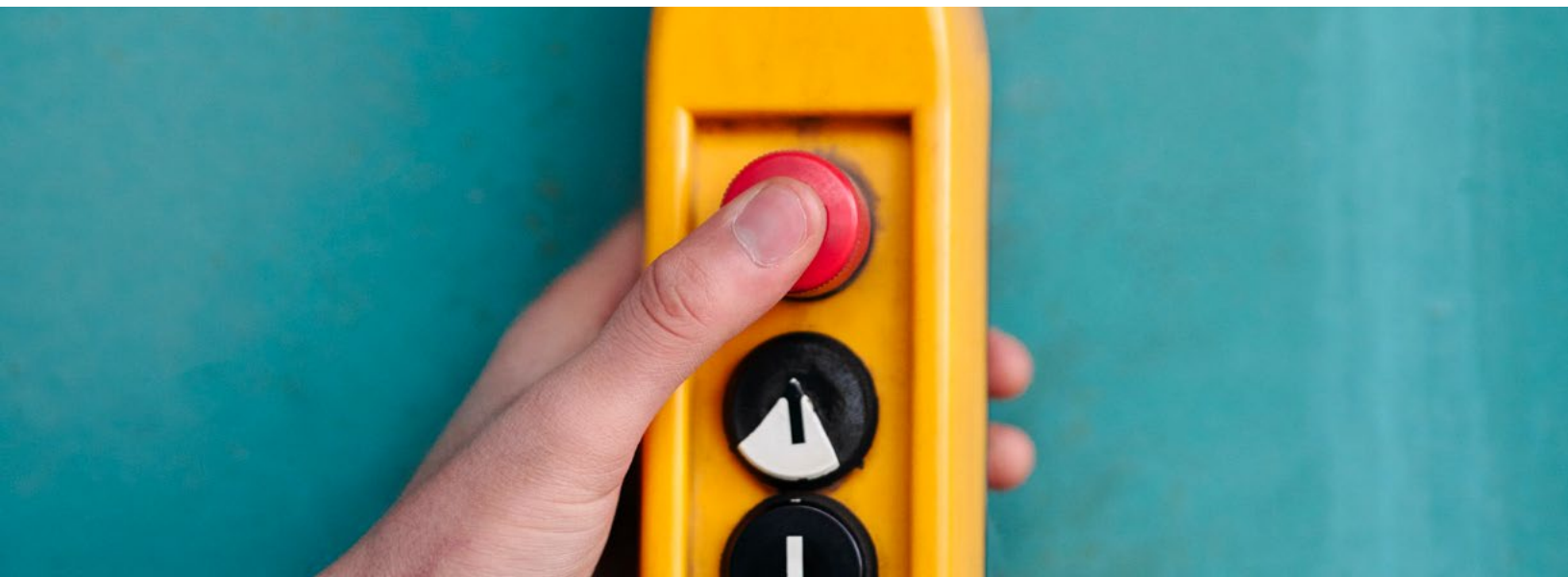
## Implement a marketing automation system.

For the number of leads the team expected, Excel spreadsheets and manual processes simply weren't up to the task. So they implemented HubSpot, which made it easy to connect marketing activities with the company's database.

Now, when a customer engages with a campaign or downloads a whitepaper, the system captures them as a lead, puts them in Salesforce and immediately assigns them to an account manager for follow up. It makes lead nurturing easy: campaigns with meaningful tracking can be set up in less than an hour and all the activity goes right into Salesforce.

"It has allowed us to scale up in a big way," says Davidson.

**"With the number of leads we are getting, there's no way we could keep on top of it otherwise."**



## BEST PRACTICE 4

## Use the tools that are already in your arsenal.

Creating great content is time-consuming and expensive. But luckily BuildingPoint didn't have to do everything from scratch. Their partner company **Trimble** (an international player in construction, agriculture and mining software and hardware) has a huge library of resources BuildingPoint can use. Plus, BuildingPoint was able to buy Trimble keywords for their Google Ad campaigns: as Trimble's only presence in Canada, they weren't competing for keywords.

Other types of content repurposing also came into play: after Trimble hosted a popular webinar, the BuildingPoint Canada team had it transcribed and turned it into an ebook. It was an easy win that gave the content more value and greater reach...at almost no cost.

And finally, they took advantage of Trimble's market development funds, a budget available to subsidiaries and partners to market Trimble products. The funding helped pay for the early marketing initiatives and get things rolling, so the time spent applying for the funding was definitely a worthwhile initiative.



## BEST PRACTICE 5

## Ensure there's a senior-level champion who is committed to marketing.

Having buy-in from the top is essential to making a digital marketing strategy work – and to helping the company understand the value that data-driven digital marketing can bring. It has to be someone who is senior enough to have clout and a direct line to the CEO – and a person who understands that laying a foundation is part of the process and seeing significant results may take time.

It's even better if that senior leader is connected to the sales team. When that's the case, sales and marketing can work as one, ensuring sales is equipped to handle the new volume of leads that the marketing team is generating. David Davidson is that champion for BuildingPoint: the one who understands and evangelizes the value these initiatives can bring.

**“I can invest \$100K in an account manager to go knock on doors – or I can invest in marketing,” he says. “Mezzanine’s plan is about accelerating that, with strategies and tactics that generate probably 100 times more touches than a single account manager could. So now instead of spending their time doing the heavy lifting on cold calls, the account managers are better using their time nurturing warm leads.”**



In a little over a year, BuildingPoint has come a long way from an outdated website and reliance on trade shows. Today, new leads are streaming in via Google ads, email campaigns and virtual events: 2020 saw over 500 new qualified leads generated online in a six-month period, all for less than the cost of a single trade show.

**“We went from no marketing strategy to one of the best marketing strategies I’ve seen, one that has dramatically improved our ability to announce our presence and help customers,” says Davidson.**

“In 12 months, we totally transformed the business in that respect. Plus, what we’re doing has influenced other regional locations: we’re now seen as the company’s lead generation leader. We will apply this strategy in the other divisions of our company.

**I only wish we had done it sooner!”**

## Ready to get digital marketing working for your company’s growth?

See how you can get more leads in your funnel, convert more and grow – and see dramatic pipeline results within the next 12 months. Get in touch with Mezzanine’s B2B marketing and lead generation experts today.

Get in touch with us today



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