

Well Qualified

CASE STUDY



**Driving Growth for Distributors:
How to Capitalize on a SaaS
Partnership That Delivers Results**



Industry

Technology

Company Details:

A leading software solutions provider of pricing software for distributors.

Most wholesale distributors struggle with maintaining consistent profitability. SaaS can change that by giving distributors and wholesalers the ability to maximize profits with innovative solutions. With a focus on pricing optimization, and customer and product segmentation, SaaS is revolutionizing the way distributors approach their businesses, leading to increased profitability and efficiency.

Recommended Tech Stack:

HubSpot

leadfeeder
now  **dealfront**



 **DIRECT MARKETING
PARTNERS**

Five9[®]

Challenge:

Winning Prospect's Trust in a Risk-Averse Industry With Limited Resources

Many distribution and wholesaler SaaS providers face the challenge of building trust and brand recognition in an industry where prospects were hesitant to make significant changes to their critical systems. Distributors and wholesalers typically operate on thin profit margins, making them relatively risk-averse when it comes to adopting novel, tech-driven solutions. As a result, despite trying traditional marketing tactics, SaaS providers in the distribution industry continue to struggle making a lasting impact. In addition, a lack of understanding and familiarity with SaaS pricing optimization offerings often leads to good prospects dropping off at various stages of the buyer's journey. This lack of trust and awareness is a significant obstacle for SaaS providers in this industry, hindering their ability to effectively engage and convert their target audience.

“Leveraging the partnership between Magic Lamp, Vuepoint, and DMP has accelerated our growth and brought a level of expertise in Account Based Marketing that we couldn't find elsewhere.”

–CEO of SaaS product for distributors

Plan:

Leveraging a Strategic Alliance with Magic Lamp, Vuepoint, and Direct Marketing Partners (DMP)

Teaming up with Magic Lamp, Vuepoint, and DMP, three marketing powerhouses specializing in different areas of the marketing funnel, is a surefire way to overcome these challenges. Following an initial assessment, they develop a comprehensive Account-Based Marketing (ABM) strategy and tactical roadmap. This approach aims to identify ideal accounts and guide them through the customer buying journey, from raising initial brand awareness and nurturing leads to securing qualified meetings and closing deals with SaaS sales teams, all while tracking funnel conversion metrics throughout the process.

Execution:

A Holistic, Multi-Dimensional ABM Approach

The combined team of ABM experts is the driving force behind the ABM strategy. The prospecting effort known as their “Surround Sound” approach targets only high-quality ideal customer profile (ICP) defined accounts and contacts, engaging them across the entire digital landscape while simultaneously leveraging Sales Development Reps (SDRs) for personalized outreach through calls, voicemails, emails, and LinkedIn messaging. This comprehensive approach guides potential customers through the buying journey with highly engaging touchpoints, optimizing each step to eliminate marketing waste and prioritize business growth.

Vuepoint focuses on top-of-the-funnel lead generation and conversion-based marketing through pay-per-click (PPC) and paid social advertising. Initially targeting SaaS’ niche audience with paid search campaigns, they pivot to LinkedIn ads for hybrid campaigns that boost brand recognition and optimize lead submissions.

Magic Lamp’s mid-funnel marketing technology and automation expertise complements DMP’s role in guiding prospects through the customer journey. DMP’s Inbound Lead Qualification & Inquiry Management Services, combined with SDR outbound nurturing, plays a crucial part in pre-qualifying prospects and scheduling appointments for the SaaS sales teams.

During prospecting, DMP’s data-as-a-service team identifies anonymous ICP company contacts visiting SaaS providers’ websites. Based on intent signals, DMP researchs each account and contacts and adds them to the nurture workflows. SDRs engage high-scoring prospects with tailored phone calls, LinkedIn messages, and emails, resulting in a high margin of booked meetings advancing to opportunity territory.



“The results we’ve seen from our partnership with Magic Lamp, Vuepoint, and DMP have been nothing short of impressive. They’ve helped us generate high-quality leads and provided a comprehensive ABM strategy that covers every stage of the customer journey, ultimately leading to higher conversion rates. Their unique combination of skills, knowledge, and expertise has truly made a difference in our business, and we look forward to continuing our collaboration for even greater success in the future.”

–Marketing director of a SaaS product for distributors



Ready To Get Started?

Transform your go-to-market approach with ABM and reach your ideal target audience effectively. Partner with our team of experts and unlock the full potential of your business.

[Begin Your Success Story.](#)

Results:

Accelerated Growth and High-Quality Leads

Through their collaboration with Magic Lamp, Vuepoint, and DMP, SaaS providers can see outstanding pipeline-building results from their ABM strategy. For example, in fewer than three months, SDRs in one SaaS provider booked 40 sales meetings, and LinkedIn campaigns initiated eight high-value lead conversions. Additionally, 24 resulted from marketing efforts and 16 from DMP's SDRs working the database. Of those 40 meetings, 28 became opportunities, and six closed deals generated \$234,000 in revenue, with an additional \$279,000 still in the sales pipeline.

With a well-coordinated ABM approach and expertise at each stage of the marketing funnel, SaaS providers can break through the noise and connect with their target audience, paving the way for future sales growth and success.

About Well Qualified

Well Qualified grew out of a series of weekly meetings during the pandemic and after between Tom Judge of Direct Marketing Partners, Jason Robinson of Magic Lamp, and Jeff Goodfellow discussing what a full-funnel agency would look like. Jarrett Shaffer at Vuepoint Ads came into the discussion when trying to address the top of the funnel for Demand Gen and 1-to-few advertising for ABM in a cost effective way.

Our clear mission: be the indispensable technology ally that businesses need, helping them master digital rather than struggle with it. Today, Well Qualified is more than an agency. We're architects of demand, facilitators of meetings, and aligners of well-qualified accounts.

