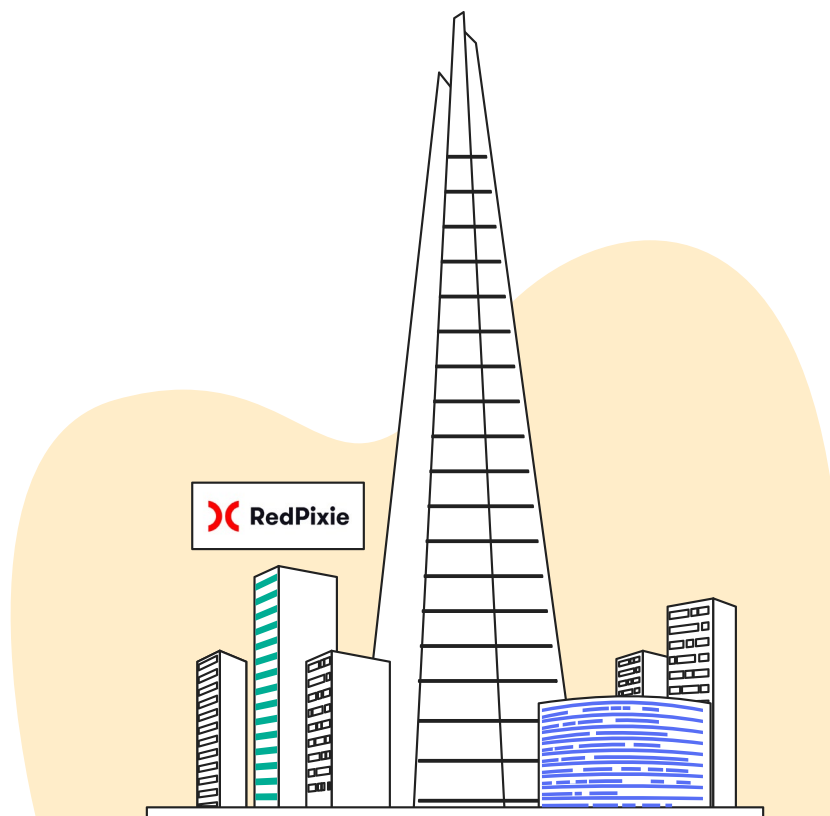




20x growth in 18 months: RedPixie client success story

The story of 'The Million Dollar Tweet' and how Articulate Marketing helped RedPixie achieve explosive growth and a trade sale to Hewlett Packard Enterprise.



Where do you want your business to be 18 months from now?

For most businesses, rapid growth is a high priority. Some have their eyes on an exit. Others want to reinvent themselves and conquer new markets.

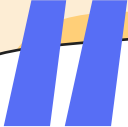
Articulate helped RedPixie achieve all three.

They came to us as an ambitious managed service provider (MSP). They had just merged CloudAmour (an IT service provider) with RedPixie (an Azure cloud specialist), and they wanted to sell to the financial services sector.

Together, we began a full-scale marketing engagement that led to some interesting outcomes and exceptional results.




The Articulate Marketing journey



'We have used Articulate for more than 18 months and since engaging with them we have seen exponential growth in not only our online presence but our customer and prospect engagement.'

Mitchel Feldman, Chief Digital Officer
(formerly RedPixie, now HPE)



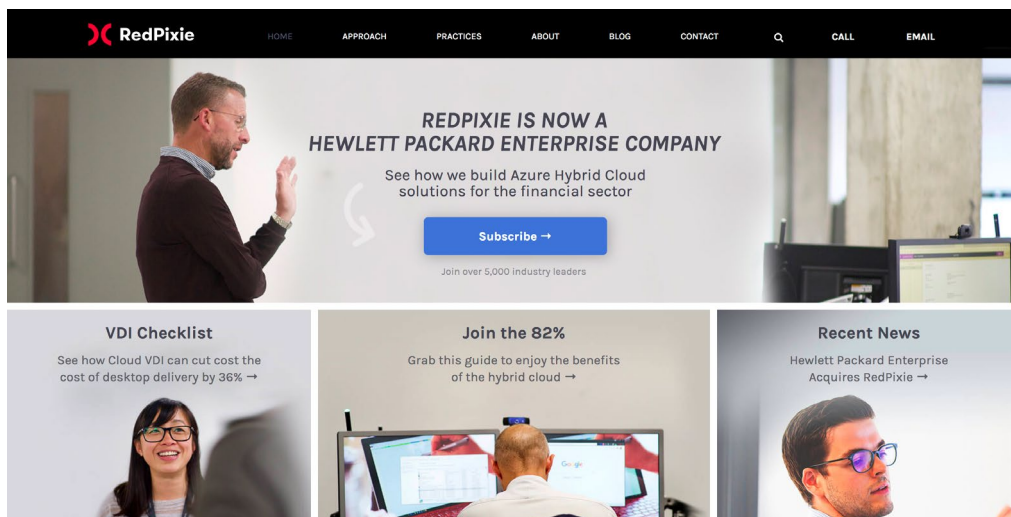
When Articulate started work with RedPixie, the RedPixie website was getting around 4,500 sessions a month. (A session is any number of page views from a single user in a 30-minute time frame.)

Over the space of 13 months, we helped increase this to almost 80,000 sessions a month.

In other words, a twenty-fold increase in website traffic.

This led to an equivalent exponential growth in lead acquisition and customer engagement. Ultimately, RedPixie's success in attracting new business and raising its profile resulted in Hewlett Packard Enterprise buying RedPixie.

Not a bad outcome, eh?



What Articulate did for RedPixie

The full-scale engagement we had with RedPixie meant that we delivered a wide range of marketing services.

Importantly, these were part of a joined-up marketing strategy. They weren't 'random acts of marketing'. Everything we did was aligned with a believable vision and strategic outcomes.

The services we delivered included:

- Messaging, positioning, audience personas, and tone of voice guidelines
- Social media marketing and audience growth
- Blog articles and white papers
- HubSpot deployment and configuration
- Lead capture, lead nurturing and marketing automation
- Website migration from WordPress to HubSpot
- Website redesign and ongoing Growth Driven Design optimisation
- Support for migration from Salesforce to HubSpot CRM
- Product collateral, such as, product one pagers, elevator pitches and website product copy
- Other collateral, such as, case studies, newsletters and infographics
- Video production for competition entries and online marketing videos

It was a substantial project over an 18 month period. But, sometimes, it's the small things that make the difference.

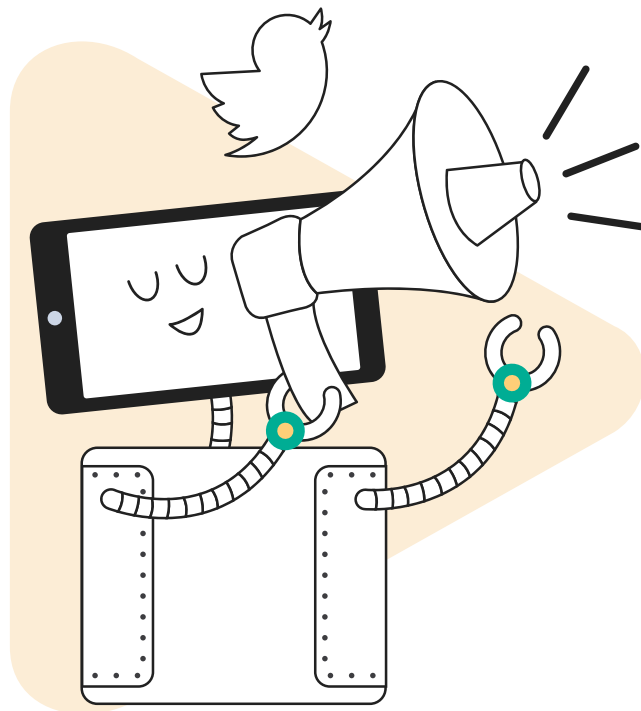


The story of the ‘Million-Dollar Tweet’z

As part of RedPixie’s marketing, Articulate wrote and shared many social media messages. However, one tweet we shared had an exceptional impact.

Someone found the tweet via a hashtag. They then went to the RedPixie website and downloaded a gated whitepaper, adding themselves to the firm’s CRM database. This led to a sales engagement and, eventually, a seven-figure deal.

We’re pleased to say that Articulate created this lead nurture journey and every piece of content along the way.

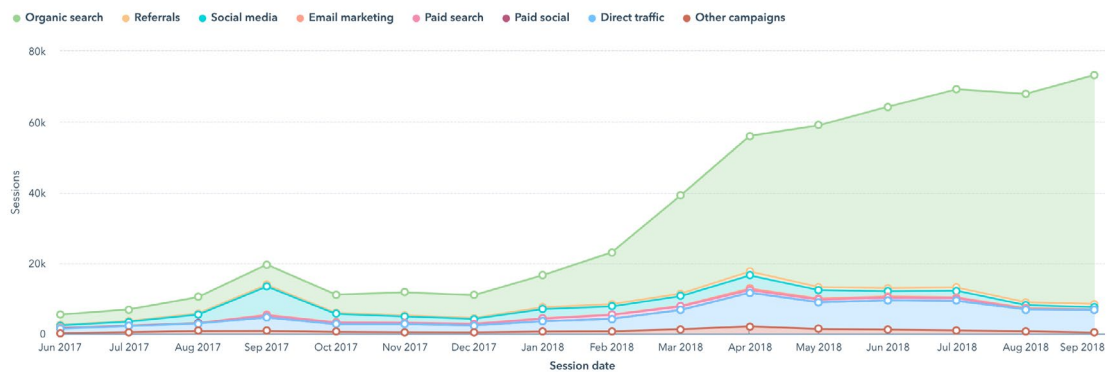


Data-driven marketing

It pains us to hear experiences clients have had with other agencies. The stories of marketing without results doesn't sit well with us.

Put simply, data-driven, results-orientated marketing is the only way we know how to do it.

This means that with our full range of services, and regular reporting and strategy sessions, we're always trimming the sails and adjusting course to ensure you're on the path to real growth.



Over 18 months

- Traffic increased from 4,500 visitors a month to 75,000+
- Generating thousands of inbound contacts and leads
- Client purchased by multinational IT company

Activities

- Heavy investment in blogging and gated content
- Complete website redesign, CRO and SEO
- Supported by PPC and paid content placement



This is collaboration. This is a partnership.



'We are now experiencing triple-digit growth and this trend is not slowing down. We are winning large opportunities from around the globe. I could not recommend them enough.'

Mitchel Feldman, Chief Digital Officer
(formerly RedPixie, now HPE)



We're eager to repeat the success we shared with RedPixie.

But, honestly, we've realised we need the right kind of client if we're going to achieve exceptional results and enjoy the journey we share.

Our engagement with RedPixie stood out for the commitment, investment and belief in the journey to growth that we shared.

Articulate Marketing helps ambitious B2B technology companies grow faster with inbound, content-driven marketing, branding and websites. Talk to one of our consultants: www.articulatemarketing.com/contact