Leadgate
Online Marketing for IT

Reference case

SoftwareCentral

**Unlocking international success:
A case study of hyper-targeted
B2B marketing**

Introduction

In an era of globalization, businesses are constantly seeking new opportunities to expand their horizons. SoftwareCentral, one of the most efficient and user-friendly front-end tools for the Microsoft Endpoint Configuration Manager (MECM), is aimed at such a specialized and niche market that they need to look beyond their own borders to expand their client base. However, entering a foreign market always presents a set of challenges and might demand a different approach than the one you've deployed in the past. In this case study we'll delve into how SoftwareCentral not only navigated these challenges, but how they achieved remarkable success through the hyper-targeted B2B marketing strategy of Leadgate Europe.

Arnold Gammeltoft, Head of Marketing at SoftwareCentral, and Sjors Teeuwen, Co-Founder of Leadgate Europe, discuss their experiences and the results of this collaboration.

Arnold Gammeltoft
Head of Marketing at SoftwareCentral

Sjors Teeuwen
Co-Founder of Leadgate Europe

About SoftwareCentral

SoftwareCentral was established as an independent company in 2007, and is based in Copenhagen, Denmark. They develop System Center Configuration Management (SCCM) tools that lie on top of Microsoft's MECM platform and it's one of the most efficient MECM management tools on the market. Globally, there are more than two million clients that use their products.

They offer tailored solutions to simplify daily MECM/SCCM operations and to create new capabilities for system administrators. These solutions are designed to streamline operations, save time and enhance support processes, ultimately improving overall efficiency.

The challenges

"Every client's facing different challenges in the beginning, so the approach is never the same", says Sjors. "Our Marketing-as-a-Service (MaaS) concept offers a lot of opportunities, we can really add our value to where it's most needed within our clients' companies. But for a lot of them MaaS is completely new, so I always recommend starting small." And that's exactly what we did. First focussing primarily on creating well-performing international ads, to create new content and later add on email marketing to better utilize the funnel. There were simply too many leads and most leads from LinkedIn were not quite warm enough yet. So we created specific workflows to nurture and warm them for Sales.

Being aimed at such a niche market, SoftwareCentral struggled with reaching the right audience. While they got 20.000 views in a year on their website, they only got 100 sign ups for their demo. But how to improve these numbers? Leadgate Europe has the answer.

The biggest challenges they faced were:
- ✅ Getting leads out of a niche market
- ✅ Reach the right audience with specific targeting
- ✅ Increase the amount of sign ups

Solutions:
- ✅ International ads
- ✅ Content
- ✅ Email Marketing

Results from 6 months of the campaigns

Google Ads

Google campaign:

✔ 389K impressions

✔ 4.64K clicks

✔ 1.19% CTR

✔ 53 leads

Linked in
Marketing Solutions

LinkedIn campaign:

✔ 273K impressions

✔ 1.3K clicks

✔ 0.48% CTR

✔ 147 leads

Email marketing campaign:

✔ 48% open rate

✔ 20% clicked

✔ 41% click-to-open

✔ 32 SQLs

Working together online

Leadgate Europe, an internationally operating marketing agency aimed at IT, Tech and SaaS organizations, knows exactly how to get specific leads, target the right audience and acquire sign ups. And even though SoftwareCentral and Leadgate Europe are not situated in the same country, there was an immediate connection. "The Danish and the Dutch are quite alike in many ways", says Arnold. "We bonded instantly." But that doesn't mean he didn't have some reservations in the beginning. "I wondered how it was gonna work, with only online meetings. Sometimes it's better to meet in person."

But that ended up being no problem at all. "We initially had a long online meeting, where I met the team from Leadgate Europe that was going to be working on our campaigns", says Arnold. Sumera for strategy, Sofia for advertising and Dennis as our account manager. "In this meeting we agreed on what we were going to do, the steps we were going to take and then we just executed it." Sounds simple enough.

Results and Impact

Through Leadgate Europe's hyper-targeted B2B marketing approach, SoftwareCentral witnessed tangible growth. The amount of leads they received grew immensely. "We got a lot of leads", says Arnold. "A lot of leads."

"We've also started to work a lot more with content", Arnold continues. "And some content performed better than others, but that only gave us a better understanding of what kind of information our target audience is looking for."

Want to see an example of the content we have created together? **Watch SoftwareCentral's case study video with Colruyt**

"The overall response and the mass of leads we created, really is something we hadn't seen before at SoftwareCentral", says Arnold. "And they were a lot of good leads that we could work with too. In many ways this collaboration really professionalized the marketing at SoftwareCentral." Where in the beginning it was primarily focussed on creating big 'Sign up'-buttons, it has now turned into a better understanding of targeting, audiences and funnels.

"This really shows that our methodology and concept works, and that our people and processes are the right ones", adds Sjors. "As an entrepreneur that's the biggest compliment I can get."

Leadgate
Online Marketing for IT

The collaboration

"I really like the collaboration", says Arnold. Having worked with a Danish agency before, he was surprised by the way Leadgate Europe operates. "We have a meeting each week. Sofia and Dennis always come prepared and they always have an agenda and know exactly what they want to discuss." And this level of personal and constant attention was completely new. "I've almost always worked with local agencies and when you work with them, you perhaps get a meeting once a month, if you're lucky, and very often they come unprepared."

"In the weekly meetings we have a lot of discussion about the results and what's performing well and what's not. And I think that's really important. It's played a big part in the trust we've built", Arnold continues. "They're not afraid to say 'This isn't working. Let's do something else.' And I think that's really important."

About Leadgate Europe

We are Leadgate Europe, the online marketing agency for IT, Tech and SaaS organizations. We understand IT and know better than anyone how to combine it with our knowledge of online marketing. We proudly work for the finest IT companies pioneering in the world of cloud, security, networking, storage, software and much more.

With our vision 'Making marketing measurably better', we contribute measurably to the growth of online marketing results within the IT industry. We do this by helping both large and small IT, Tech and SaaS organizations grow to professional and mature marketing. Our mission is to use marketing to consciously and actively contribute to the short- and long-term growth of every organization. We achieve this through our 'Marketing-as-a-Service' approach: this gives you access to your own online marketing team for a flat monthly fee.

Leadgate
Online Marketing for IT

Get in contact

Have you been inspired by this story and is your company also facing an online marketing challenge? Our online marketing strategists would be happy to get in touch with you to advise you on this during a free consultation.

As with SoftwareCentral, we will look at the challenges your business is facing right now and where our marketing experts can add the most value. Call us at **010 268 1148** or send an email to **info@leadgate.eu**.

Get in touch with us

CONTACT →

Leadgate
Online Marketing for IT