

Resonate

A *full-service* inbound and account-based marketing partnership

The story so far

Key stats, facts and figures



Site Traffic

We increased site traffic by 54% for only a 27% increase in ad spend



Marketing Leads

In the same period, website leads more than doubled



Opportunities Created

Quality was also up as the number of opportunities increased 5X



Opportunity Value

Better still YoY opportunity value from marketing multiplied 7X



Annual ROI

So far this year Resonate have an annual ROI of approximately 751.50% on their combined retainer, tooling and paid media spend.

Powered by ABM

Resonate is a Microsoft Partner and a global leader in the Unified Communications industry, delivering voice, contact centre and automation platforms and services within Microsoft Teams.

We started working with Resonate in March 2020 and have taken them from a base of essentially no marketing activity to one of the most sophisticated programmes in their industry, leveraging a blended inbound and programmatic ABM strategy with intent data at it's core.

GET STARTED WITH ABM



“ENQUIRYLAB HAVE BEEN INSTRUMENTAL IN CHANGING OUR APPROACH TO PIPELINE GENERATION, I WOULDN'T HESSITATE TO RECOMMEND THEM TO ANYONE LOOKING TO DELIVER SUSTAINED GROWTH”

- Paula Cole, Resonate

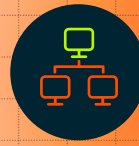
Online impact

At the start of our engagement, it became clear that Resonate's existing website had too many issues to drive ROI from increased traffic, as resource was limited we were able to deliver a pragmatic, budget-friendly approach to rebuilding their site.

Using the HubSpot CMS, we migrated the core design of their previous site, delivering significant performance improvements and tackling key conversion rate optimisation issues along the way.

We have continued to improve the site little by little using a growth-driven design methodology rooted in the A/B testing capability of HubSpot.

WEBSITE



UX



Development



Strategy



Design

[VISIT THE SITE](#)

Revenue operations

As we came onboard Resonate was beginning the implementation of Microsoft Dynamics 365. As a Microsoft Gold Partner this made a certain amount of sense, but it was clear from day 1 that Dynamics was not up to the job of delivering impact at the top of the funnel.

Our revenue operations team delivered what was initially a custom API integration with Dynamics before HubSpot launched an out-of-the-box solution. In collaboration with their Sales Ops team, we devised a full-funnel approach to lead management that leveraged the best features of both systems in a way that was seamless for their sales team.

MARKETING PLATFORM GUIDE



Hubspot CRM



HubSpot Marketing



HubSpot Sales



HubSpot Service



HubSpot CMS

Leading with intent

Complex technology businesses are our specialism and very often complex solutions have niche buying committees. This was the case with Resonate and to ensure we were laser-focused on in-market prospects in their ICP, we suggest an investment in an account-based advertising platform.

EnquiryLab partner with both Rollworks and 6sense and we guided Resonate through a full vendor evaluation process to help them select the right tool for their needs. 6sense was selected and we have now fully implemented the system to deliver intent-informed advertising to people in their buying audience who are searching right now and delivering target account data to their SDR team.

PROGRAMMATIC ABM



Integrated SDR Function



Intent Data



Personalised Display