

HOW LOGSIGN
INCREASED
ITS LEADS 5 TIMES
WITH NBT GROWTH SERVICES



About Logsign

Logsign was founded in 2010 to enable cybersecurity practitioners to work more efficiently with smart, clutter-free and next-generation software. The company allows professionals to secure the IT systems and manage cybersecurity operations in a simple, time-saving and cost-effective way.

Goals and Challenges

Logsign's overall objective was to **establish a structured full-funnel marketing strategy as well as a successful management strategy**. In this regard, the company's goals were:

- ➔ Lead generation through building a channel marketing network
- ➔ Reaching potential sales partners and grow in the target markets
- ➔ Achieving sustainable growth globally

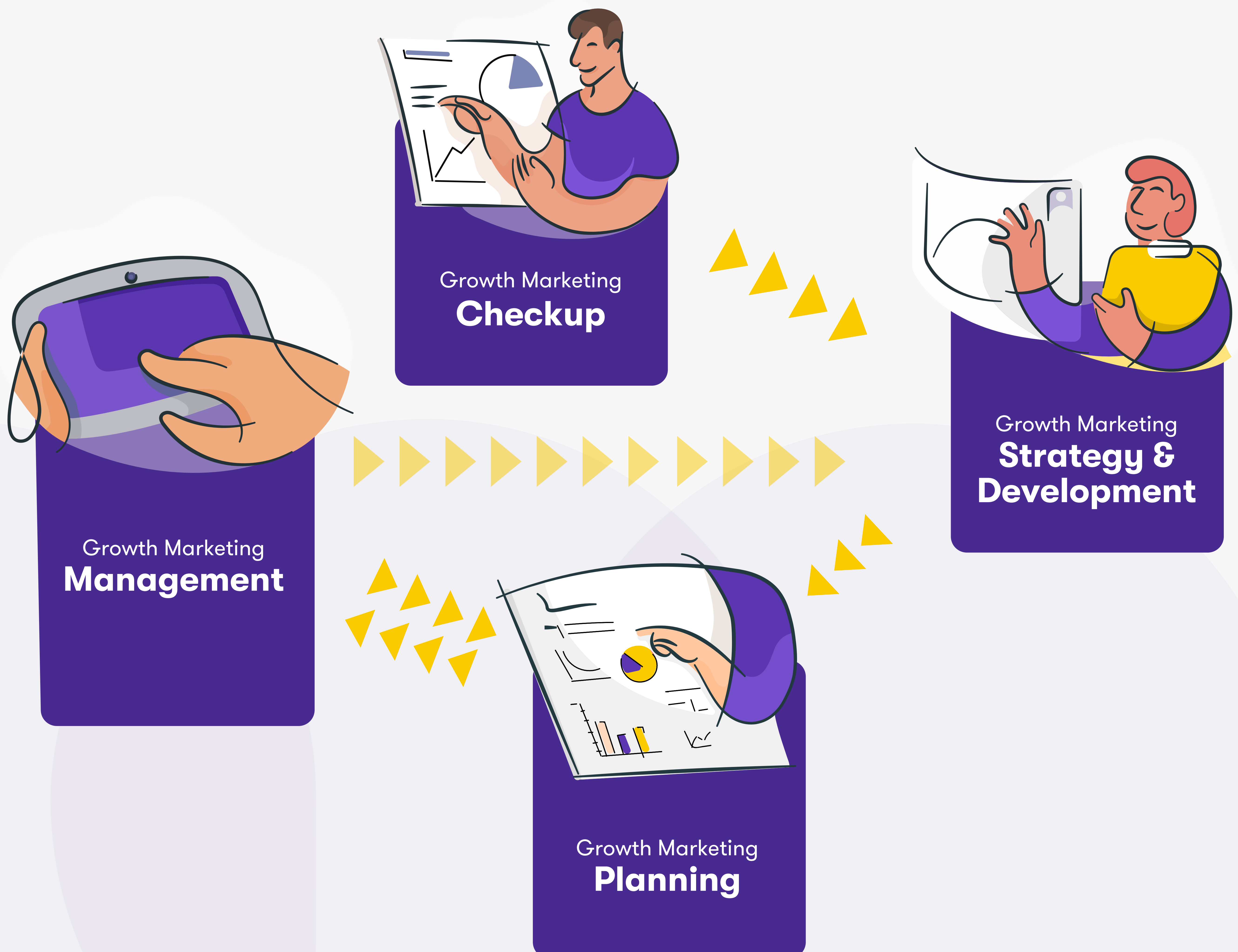
On the way of attaining these goals, the company was **having difficulties in:**

- ➔ Managing full-funnel marketing while collaborating with different stakeholders (marketing operations were managed by different parties).

- ➔ Breaking down the customer journey and tailoring the lead management strategy according to growth funnels.
- ➔ Being able to move the marketing operations further than the top of the sales funnel. Even though the company was generating traffic to its website, there wasn't a structured marketing strategy to manage the bottom of the funnel such as engaging, converting, nurturing, and retaining the leads.
- ➔ Enlightening the current customers about the real value and the benefits of Logsign solutions.
- ➔ Achieving end-to-end marketing and sales operations and generating sufficient leads to feed its sales teams.
- ➔ Creating a channel marketing network (partner network) to accelerate sales in global markets.

Solution: The NBT Methodology

With our proven **end-to-end growth methodology "the Growth Marketing Loop"**, we implement and manage a continuous growth structure. We collect information, position brands and create the growth marketing strategy and plans accordingly. Moreover, we constantly monitor, measure & optimise for sustainable growth, and never lose the growth momentum with our **"Test and Learn" structure**.



Phase 1 Growth Marketing Check-Up

As the first phase of our methodology, we started with the “Growth Marketing Check-Up” in collaboration with the Logsign team. Our growth marketing team:

- ➔ Ran an **internal analysis (covering the 4Ps: Product, Price, Place, and Promotion)**: We analysed Logsign’s business model, cost structure, distribution channels, sales process, operating markets and target markets as well as the company’s promotion operations and marketing activities.
- ➔ Carried out competitor **research and analysis (covering the 4Ps)**
- ➔ Gained **current and potential customer insights** such as demographics, business, purchasing preferences, pain points and goals, etc.

At this step, we gained a clear picture of Logsign’s brand positioning, its unique selling proposition and market challenges, both globally and in Turkey.



Phase 2

Growth Marketing Strategy Development

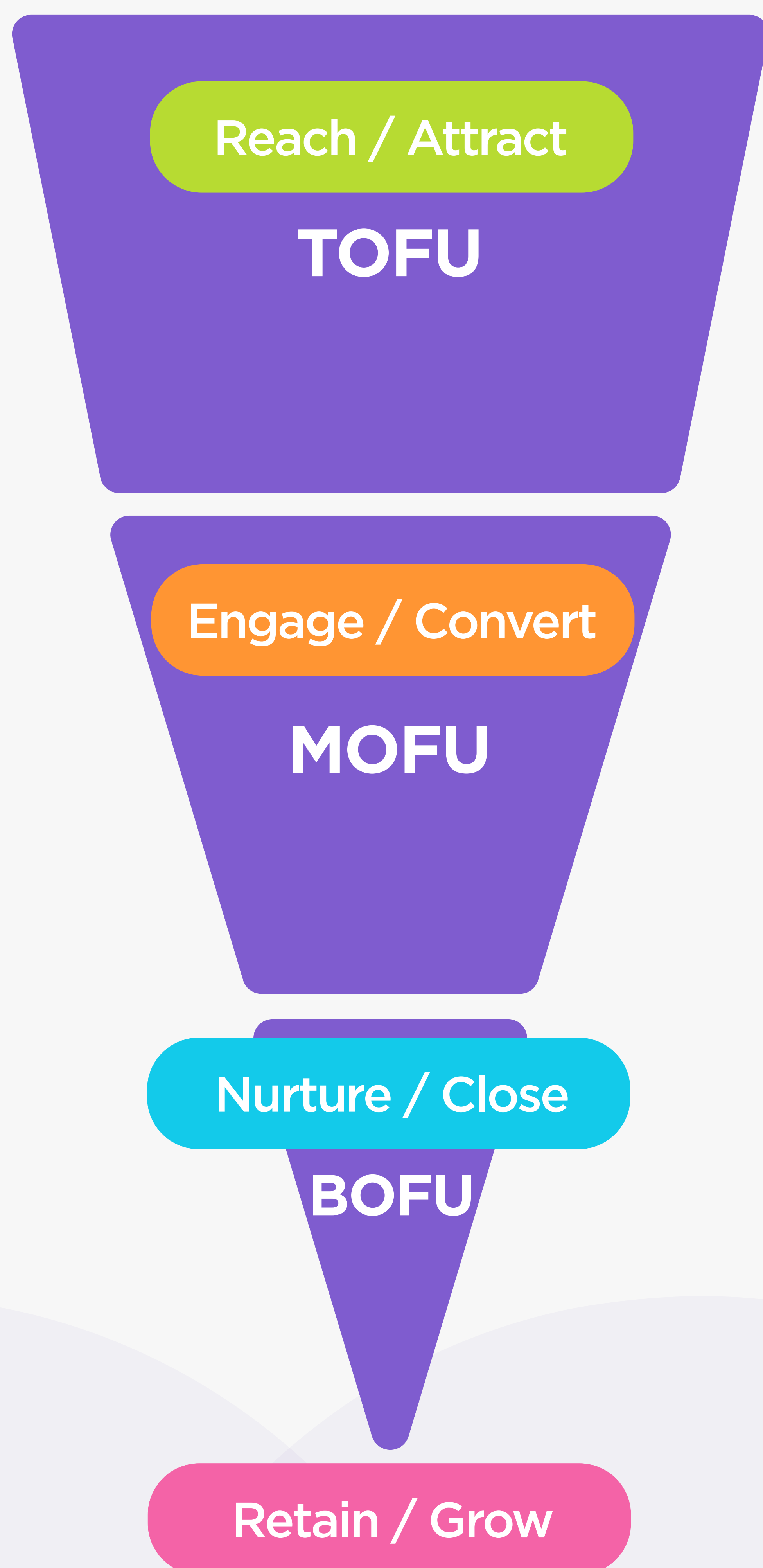
Right after Logsign's products and positioning were established clearly, our growth marketing consultants:

- ➔ **Created personas** and identified their goals & challenges both for the umbrella brand and sub-brands.
- ➔ Built the **growth funnel architecture** according to each persona and brand, which lays the foundation of a successful lead management strategy.
- ➔ **Defined targeted metrics** for each funnel.



Phase 3 Funnel-Based Planning

At this stage, we created growth marketing plans and generated growth tactics in four growth areas (sales funnels):

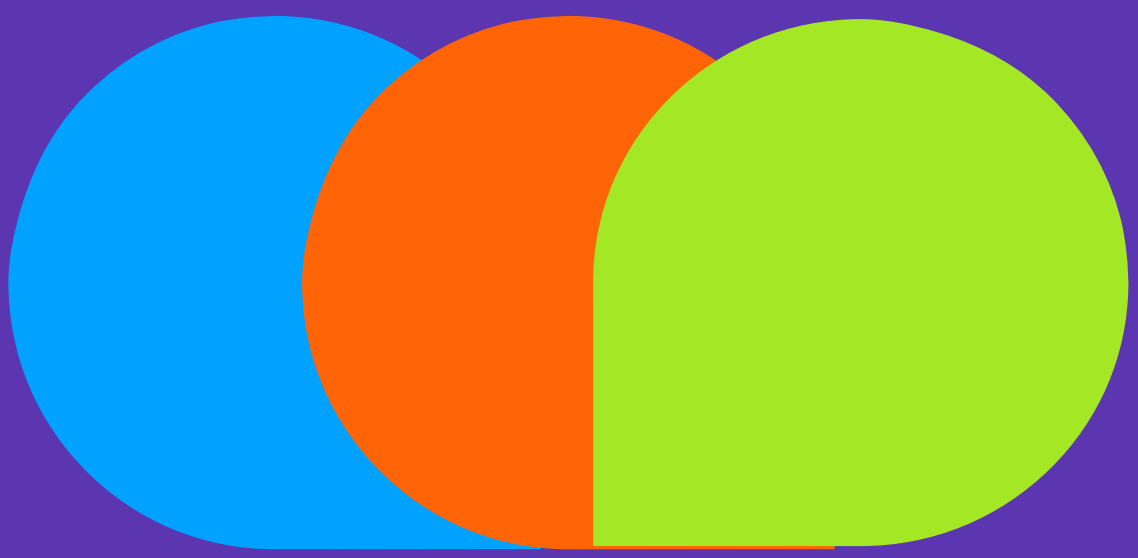


During this phase, we also **designed Logsign's HubSpot onboarding plan, and implemented the platform according to our funnel-based growth plans.**

We empower our growth services with [HubSpot](#), **as it concentrates all sales and marketing efforts into a single platform and provides a seamless experience.** Since Logsign had the challenge of managing full-funnel marketing activities, HubSpot came to the rescue with its end-to-end funnel management capabilities. The platform covers both sales and marketing operations to remove friction in the buyer's journey for all stakeholders. With the HubSpot implementation we:

- ➔ Mapped Logsign's growth marketing tactics, which include paid, organic, referral or social tactics with each stage of the customer journey.

- ➔ Developed the full picture for every lead in a single database.
- ➔ Enabled segmentation to nurture contacts, and automatically score leads for the sales team.
- ➔ Enabled marketing automation to save time and scale our efforts with custom workflow scenarios.
- ➔ Created powerful custom reporting dashboards for each growth funnel's targeted metrics.

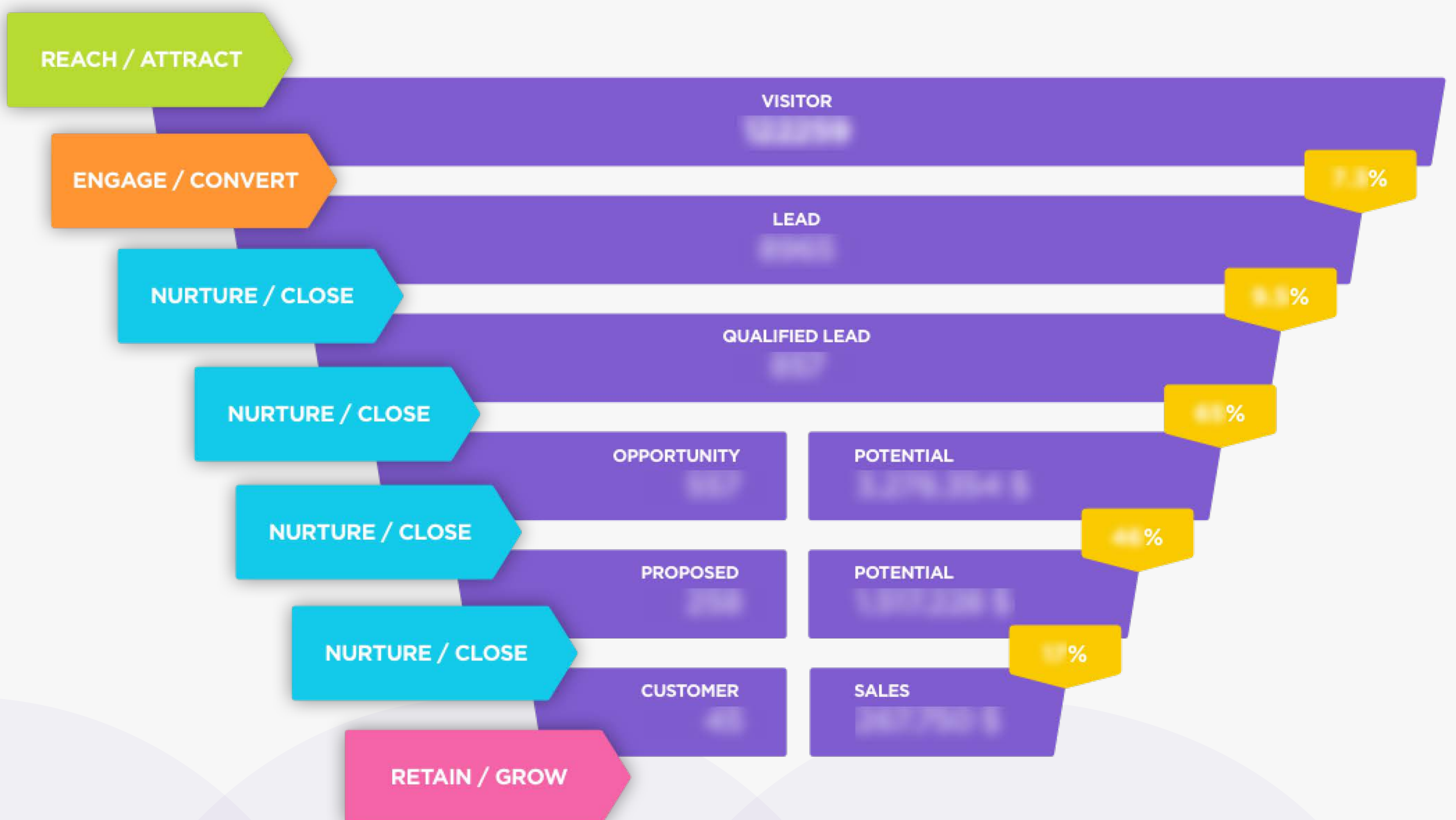


This meant that we could generate leads, take personalised actions according to their preferences and behaviour, track them throughout their buyer journey and optimise our campaigns accordingly.



Phase 4 Growth-Driven Management - An Ongoing Process of Monitoring, Measuring, and Optimising

Our methodology "the Growth Marketing Loop" enables us to provide a continuous growth structure to brands where we constantly monitor, measure and optimise our growth marketing strategy and tactics.



The “Test and Learn” Structure

Designed by NBT, **Test and Learn** is a mechanism with which we achieve successful results with B2B brands providing niche services. This structure allows us to quickly test and optimise marketing campaigns (whether

it is a paid media campaign or not), **especially when the brands enter new markets** that have new audiences.

Test and Learn enables us to reach the right location and the right persona with the right budget in each campaign. More importantly, it eliminates the overwhelming process of monitoring more than one metric and instead allows us to determine a key metric and gain the right insights.

Campaign Name	Test Definition	Location	Persona	Ad Channel	Key Metric	Estimated Key Metric (#)	Required Budget (\$)	Actual Key Metric Value	Spent (\$)	Spent / Key Metric	Start Date	Finish Date	Success Rate (%)
BRAND-Test-1-UK-CSO-Linkedin	Test-1: Increasing brand awareness to CSO's of companies which in the Financial Services industry, have 5001-10,000 employees in the United Kingdom	UK	CSO	Linkedin Ads	Click	200	1600	182	600	3.30	18.01.2021	18.04.2021	91.00%
BRAND-Test-1-UK-CSO-Linkedin	Test-1: Increasing brand awareness to CSO's of companies which in the Telecommunication industry, have 5001-10,000 employees in the United	UK	CSO	Linkedin Ads	Click	300	1500	256	406	1.59	18.01.2021	18.04.2021	85.33%
BRAND-Test-3-UK-Umbrella-GoogleAds	Test-3: Generating leads via Google Ads, by targeting xx keywords captured by keyword analysis in the United	UK	CSO, IT	Google Ads	Lead Number	10	2400	8	150	18.75	18.01.2021	18.04.2021	80.00%
BRAND-Test-2-UK-CSO-Linkedin	Test-2: Remarketing. Generating leads from website visitors by showing them a success story	UK	CSO, IT	Linkedin Ads	Lead Number	10	2700	18	562	31.22	19.03.2021	19.05.2021	180.00%

Image: An example of our Test & Learn structure, for paid media tactics

Results*

*Our partnership with Logsign continues, therefore we continue to optimise the brand's growth strategy according to the insights we gain, and continue achieving great results.

Paid Media Management For Lead Generation in The Global Markets

We ran 9 different Test and Learn campaigns and we reached Logsign's goals of creating a global partner network in only 1.5 months.

With the campaigns we launched in different markets on LinkedIn and Google, we reached the right market, the right companies and the right persona. To achieve a spot-on audience, we constantly optimized our campaigns and built the right content strategy for the target persona.

250%

We improved the CTR of LinkedIn campaigns by 250%

340%

We improved the CTR of Google ads campaigns by 340%

**X5
Qualified
Leads**

We increased qualified leads by X5, 70% of which were potential global sales partners and 30% of which were end-users

37

We generated qualified leads from 37 countries, all around the world

And as for the overall results (2021 Q1 compared to 2020 Q4) Logsign:

- ➔ Increased its total leads by 430%
- ➔ Increased its total LinkedIn audience by 10%

“Being growth-focused is all the NBT team is about. They strategize carefully and end up with desirable results no matter what. They also take great advantage of growth tools such as HubSpot, which elevates their services to build an end-to-end structure. We are now able to track and understand every metric on the buyer’s journey and act on it successfully. Their agility in taking action and deep-rooted growth mindset combined with HubSpot certainly pay off in carrying our business to the next level.”

Tuğçe Durmaz Türksever,
Marketing Director, Logsign