
Software as a Service (SaaS)

CASE STUDY



About us

L2W Digital is a full-service digital marketing agency. Our core services are:

Lead Generation

Lead generation is only effective once you understand who your ideal customer is and where they spend the most time. Knowing this, along with an attractive hook or offer that solves a problem, ensures a successful lead generation campaign.

We generate leads across all the mainstream platforms including, but limited to, Google, Facebook, Twitter and LinkedIn.

Lead Nurturing

Getting the lead is only the first step. Now, it's time to build a relationship with them. Adding personalised content that adds value, will take prospects further down the sales funnel.

It can take a number of touch points to convert a lead. With the technology available we can automate this process, which will complement your existing offline process.

A lead can be nurtured through email, SMS, social media re-targeting and sending them down a personalised sales funnel.



Retention

We see retention as keeping your customers coming back for more and making them raving fans.

The best way to do this, is to engage with your customers regularly. Understanding their challenges and problems will pave the way for further up-sells and cross-sells. Asking for their feedback will keep them engaged and your business or brand top of mind.

You will find happy customers will be the best source of new customers, too.

We combine the above services to create a Marketing Engine that delivers digital marketing effectiveness to ensure a return on investment.

A [single customer view](#) is a must for any business that operates digitally, and understanding core KPIs to help drive profitable growth, including:

Cost Per Lead

Cost Per Acquisition

Customer Lifetime Value

Sales Conversion Rate

Software as a Service Case Study

Objective

To generate Free Trial sign ups and sales for Software as a Service based businesses.

Lead Generation Platform

Facebook Ads

Various lead magnets were used such as a Free Trial and Free Assessments for lead generation as well as direct sale ads too.

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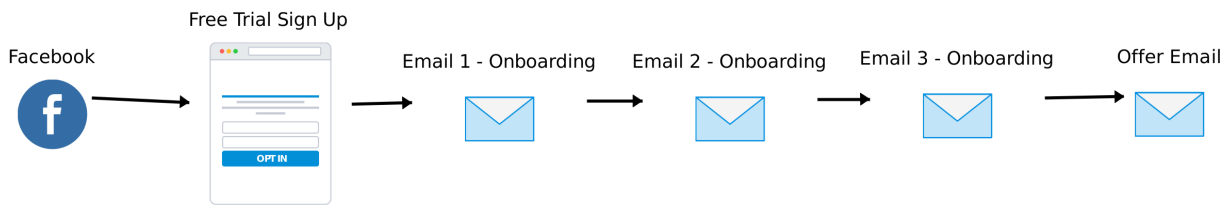
GDPR Tracker
Written by Hitesh Mistry [?] · May 9 ·

We've received this feedback from one of our customers:
"I've been panicking about GDPR compliance, especially around how I market my business. The GDPR Tracker has enabled me to get on top of it and ensure I have everything in place".
- Marc Cohen (Business Owner, R&D Tax Claims)
The GDPR Tracker will guide you step by step through the GDPR regulations. We'll remove all the headaches and stress.
It includes 18+ templates too including Privacy Policy, Cookies Policy, Data Retention Policy and more.
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You are running out of time..
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958 People Reached 81 Engagements

Free Trial Funnel



The funnel was designed to obtain Free Trial sign ups and nurture them through an email on boarding sequence.

The content of the emails was value based ensuring we focused on the desired outcome for our target customers.

At each stage they could upgrade to a paid account.

Direct Sales Funnel



We also tested selling a 12 month licence directly on a landing page.

The landing page had the following sections:

- Clear headline with value proposition
- Video demo of the application
- Explanation of the features and benefits
- Social Proof
- Bonuses
- Trust seals and 30 Day money back guarantee
- Pricing & Sign up
- FAQ

We used retargeting ads with social proof and scarcity to help increase conversion rates.



Results

Average Cost Per Lead / Free Trial: £3.50

Free Trial Conversion to Paying Customer: 30%

Email Open Rate: 38.6%

Email Click Through Rate: 22%

Average Cost Per Sale (Landing Page): £9.88



Thank You

If you would like to arrange a call to discuss Digital Marketing for your business, please email hitesh.mistry@l2wdigital.com