



Case Study



Explosive Sales and Brand Awareness Growth for Mission-Focused SaaS Product

User1st, a provider of a suite of software solutions for web and mobile accessibility, needed to increase brand awareness and achieve deeper market penetration to significantly increase lead generation and sales.

1,000+
qualified
inbound leads

Over
\$600,000
in directly
attributable
revenue

Learn how Gabriel Marketing Group drove more than 1,000 qualified inbound leads and over \$600,000 in directly attributable revenue, dramatically speeding up User1st's sales cycle while amplifying their awareness in the news media and delivering a long-lasting brand resonance with decision-makers.





About User1st

User1st provides the most advanced set of web and mobile accessibility solutions on the market for testing, remediation, monitoring and compliance, providing both customized quick fixes and tailored long-term solutions for meeting the international specifications of the Web Content Accessibility Guidelines (WCAG) 2.0 AA. Its flagship product, uSuite Web Accessibility Platform, automates and tracks accessibility features and functions in real-time through a centralized dashboard. User1st's solutions demonstrate continuous compliance and are proven to increase revenue and brand loyalty by serving people with disabilities.



Notable customers include
IKEA, Hertz,
Eagle Bank,
Fannie Mae and
Butler University



Trusted by
organizations of
all sizes, including
Fortune 500
companies



Deployed in a
variety of industries
worldwide, including
financial services,
retail, government
and healthcare



Objectives

- 1 Educate decision-makers (C-suite executives) about the need for digital accessibility** — the ability of a website, mobile application or electronic document to be easily navigated and understood by all users of varied abilities, including persons with disabilities — and its many benefits for maintaining regulatory compliance, increasing revenue, building customer loyalty and advancing social responsibility goals.
- 2 Increase awareness of User1st's set of software tools for web accessibility** in five key vertical industries: marketing, legal, retail, higher education and hospitality, and drive traffic to the User1st website.
- 3 Build thought leadership for User1st** as a best practices expert in web accessibility.



Webinar: Digital Accessibility in Retail

Save My Seat!

Challenges

User1st had minimal brand awareness compared to its competitors, mainly due to the lack of both a paid media program and a CRM system that was not integrated into its marketing program. Both factors were preventing User1st from attracting leads through its website. The misaligned CRM workflows and processes caused a disconnect between marketing and sales, leading to existing prospects falling through the cracks without consistent follow-up, which significantly slowed the sales cycle.

Solution

GMG deployed a multi-tiered strategy that included the following:



Digital Ad Targeting

GMG reached User1st's key audiences using digital ads based on demonstrated intent and buyer persona targeting with LinkedIn Ads, Google Display Ads, Facebook Ads, Google Paid Search, Content Marketing and SEO.



Email Marketing

GMG engaged User1st's database of prospects with improved messaging and marketing copy, calls to action (CTAs), subject lines and preview text to attract new leads and invigorate User1st's existing database.



Monthly Webinar Support Campaigns

GMG leveraged email marketing to drive attendance to User1st's webinar series and generate higher registration rates.



Landing Page Design and Development

When designing and building landing pages for the campaign, GMG focused on a mobile-first strategy to optimize engagement, resulting in increased conversions and a streamlined user journey.



Creative Asset Development and Production

GMG created multiple long-form, top-of-the-funnel assets geared toward engagement and education across multiple marketing platforms, along with blog posts on User1st's website to boost SEO rankings while positioning User1st as an industry leader.



Strategic PR

GMG executed media outreach to key industry trade publications and top-tier, national news outlets to create buzz around company announcements and build thought leadership by positioning User1st as experts in the best practices for web accessibility.

Results



Netted 1,400 qualified new leads
through email marketing and
strategic campaigns



Generated more than \$600,000
in directly attributable revenue



Increased webinar attendance
and registration



**Delivered thousands of leads and
tens of thousands of website visits**
through landing pages



**Secured media coverage of
more than 170 million
impressions that totaled
nearly \$100,000 in advertising
equivalency**



**Won six distinctive
marketing awards** from Hermes,
MarCom, AVA, Davey and
Communicator Awards

About Gabriel Marketing Group



Marketing | Advertising | PR

Gabriel Marketing Group (GMG) is a growth marketing and public relations agency focused on high-growth companies and organizations. We help increase market awareness and rapidly grow sales through the strategic planning and execution of highly effective and award-winning marketing, public relations, branding and communications programs. We are a Gold Certified HubSpot Agency Partner and a proud member of Eurocom Worldwide, the Global PR Network for B2B and Technology.

Awards



HubSpot Gold
Certified Member



Hermes Creative
Award



AVA Digital
Award



MarCom Awards:
Platinum and Gold

**Want to discover what GMG
can do for your high-growth
innovative solutions?**

Let's Talk

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