

CASE STUDY: QUESTER

Quester achieves 400% ROI on marketing initiatives.

BACKGROUND

Quester is a trusted strategy and insights firm that helps business leaders unlock consumer truths that drive business growth. They are highly respected in the CPG space and daily work with household brands to understand their customer experience, product performance, marketing, and communication fitness and build innovation pipelines for brand impact that matters.



INDUSTRY:
Market Research

SERVICES PROVIDED:
Revenue Sprint

CHALLENGE

While their value proposition delivery was strong, their lead generation and sales pipeline were unpredictable. Quester sought support from Little Bird Marketing to generate sales activity and reinvigorate their pipeline. These dormant contacts needed a meaningful offer to elicit interest in additional work. To meet revenue goals, the company also needs to attract new business. Until this time, marketing efforts had been intermittent, with little proof of ROI.



GROWTH STRATEGY

We recommended our [Revenue Sprint](#), a quick-start marketing strategy that uses compelling content to re-engage a dormant list. We centered this project around Quester's Innovation approach, SPARQ. This strategy had the highest potential for a compressed sales timeline to shorten the timeline from initial contact to signed contract.

Our Revenue Sprint aligns a company on just ONE thing over four to six months for a highly focused effort with measurable outcomes. It is comprised of three key events strategically crafted to create qualified lead generation:

DISCOVERY & PREPARATION

- Content and product audit for promotion opportunities to highlight
- Determine the specific goal of the sprint
- Output: Revenue Sprint Brief

CONTENT DEVELOPMENT

- Webinar or other presentation in partnership with the client
- Explainer Video
- PDF of content as a lead magnet
- Compelling "Leave Behind" or free offer

PROMOTION

- 3 pre-event emails to an existing list
- Social Media posts
- Paid Advertising
- Industry Press Release



We decide on a winning strategy and align all sales and marketing around one idea with clear goals. Repetition on a theme is the key to success.

Weekly meetings keep the team accountable while milestones are celebrated and lessons learned are identified.

KEY BENEFITS OF A REVENUE SPRINT INCLUDE:

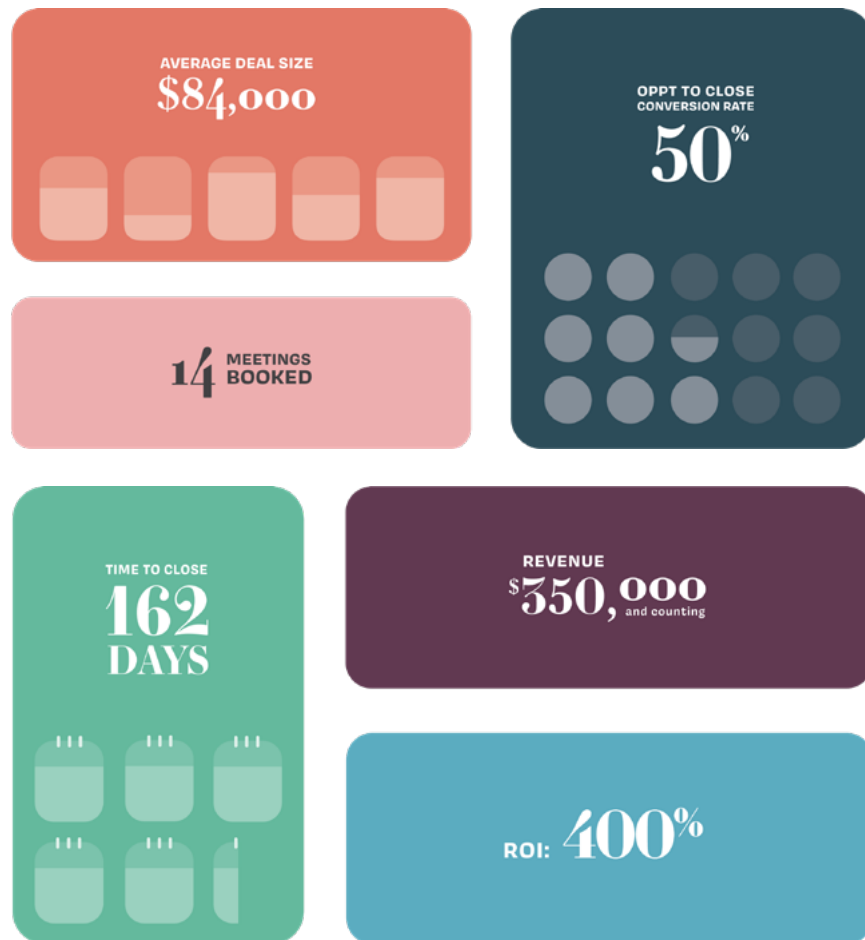
- Capitalization of opportunities already in your CRM
- Efficient use of marketing dollars to generate sales
- Proactive mitigation of client churn
- Upsell opportunities to existing clients (increased average ticket)
- Addition of new leads for further nurturing



Results

“The Revenue Sprint created a comprehensive marketing and sales strategy that our entire team rallied behind. The structure, accountability, and assets were key to driving awareness, meetings, and identifying opportunities to fuel our growth.”

- Tim Hoskins, President
Quester



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