



# CASE STUDY

How B2B Tech Startup Docurated Worked with MFS to Close Their First \$1 million deal.



## BACKGROUND

Docurated was a New York based B2B startup in the sales enablement software management space that has since been acquired by Quark and incorporated into their solutions offering. In the early stages of the company, leadership at Docurated wanted to figure out how to make the jump from mid tier to enterprise sales—which comes with a significantly larger deal size.

## CHALLENGE

They wanted to grow the company and were aware that many of their competitors had already managed to grow average deal size. The challenge for Docurated however was that the company was significantly bootstrapped in comparison to their competitors in what was a nascent sales enablement software space. In this crowded and hotly contested space, Docurated needed to figure out a way to leverage their smaller size against larger, more well-funded competitors. In search of a strategic breakthrough, the VP of Marketing at Docurated engaged with MFS around strategies that would help the company break the million dollar deal mark. Docurated and MFS had an ongoing relationship, the company having leveraged our services to set up and roll out their inbound marketing program.

## AT A GLANCE

**Challenge:** A larger competitor was having churn issues, and Docurated wanted to capitalize on this opportunity.

**Solution:** Docurated worked with MFS to develop a cross-functional plan targeting disgruntled customers of the competitor. The plan involved a rapid roll-out of targeted web pages, sales content, outbound emails, sales scripts, competitor comparison documents, and slide decks.

**Results:** Docurated were able to close their first million dollar plus sales deal with one of the world's largest finance companies

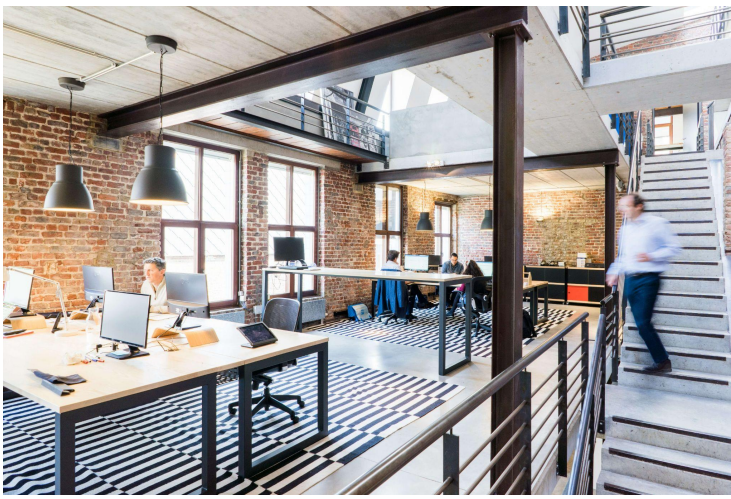
## ABOUT MFS

Move Forward Strategies is a boutique B2B marketing agency with experience in creating and executing revenue-generating campaigns at companies ranging from rapid growth startups to F500 companies.

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**DOCURATED**

## SOLUTION

From conversations with Docurated's Head of Sales, it became apparent that one of Docurated's larger competitors was having customer churn issues and, as a result, a number of sales opportunities had come Docurated's way. The question now was how to capitalize on this opportunity. Working closely with the VPs of Marketing, Sales, and Business Development, we developed a cross-functional plan containing the following elements:

- **Competitor web pages** - We created and built web pages that compared Docurated's software to each of its competitors. These pages came with 2 key benefits: Firstly, they would rank organically anytime someone searched on Google for alternatives to the Docurated competitors. Secondly, these pages would then give a high level overview of ways Docurated stacked favorably against their competitors.
- **PPC** - We rolled out PPC ads on Google that would fire anytime someone searched for the Docurated competitor in question which linked back to new competitor pages.
- **Marketplace Listings** - Like many startups, Docurated began life targeting a number of different categories before honing in on the sales enablement space. As a result, we made updates to Docurated's listings in all online marketplaces and directories to ensure they were listed in the same category as the faltering competitor.

- **Outbound** - MFS worked with the business development team on some email cadences and sales scripts that would highlight the advantages of Docurated over their competitors.
- **Sales Content** - We developed a number of sales materials to help the sales team to progress deals through the pipeline. Chief amongst these materials was a highly detailed competitor comparison document, which delved into much more detail than the high level web pages on how Docurated compared to its competitors. We also created a specialized deck that could be shared with sales opportunities that originated via this competitor campaign.

## RESULTS

- Rolled out competitor campaign in weeks not months to capitalize on time-sensitive opportunity.
- Generated a number of high quality inbound leads including a key decision-maker from one of the world's largest finance companies.
- Progressed lead through the pipeline using new sales support materials.
- Closed \$1 million + in new business - the first time in company history a deal of this size had been closed won.