



# SMART MARKETING

# FOR EMERGING TECH

# GENERATED 237 LEADS IN 6 MONTHS



# INTRODUCTION

Builders today face a unique set of challenges, including increased competition, budget constraints, and high customer expectations. Emerging tech companies like Roots Software are revolutionizing the construction industry, but they often struggle to reach their target market effectively. In this case study, we explore how Roots Software partnered with North Star HQ to develop a comprehensive marketing program that increased brand awareness, social engagement, and high-quality leads.

## ABOUT ROOTS SOFTWARE



### BUILT FOR BUILDERS: CONSTRUCTION PROJECT LIFE-CYCLE MANAGEMENT

Roots Software is a construction project life-cycle management system that provides end-to-end reporting and tracking, generating project efficiency, process uniformity, and cost savings. The software was built for builders, by builders, and was designed to address the common issues faced by the construction industry, such as spreadsheet errors, tracking in multiple formats, and the multitude of software solutions.

## ACCESSING THE TARGET MARKET

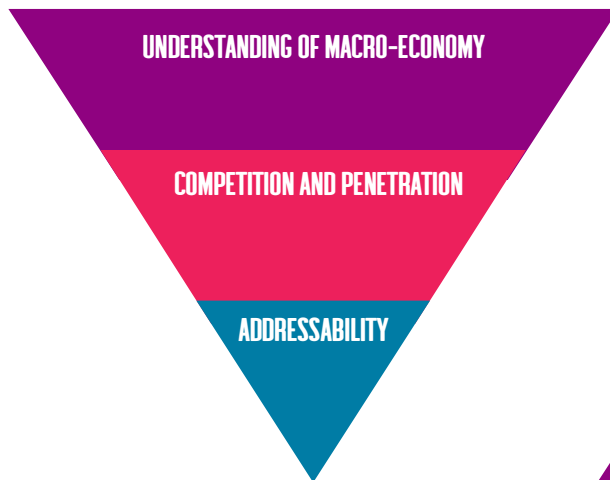
### OVERCOMING THE STRUGGLE OF EMERGING TECH COMPANIES

As an emerging tech company with a newly developed software product, Roots Software struggled to access its target market effectively. They needed a marketing solution that would help them clearly define their brand, create brand awareness, increase engagement on social platforms, reach new markets, and deliver high-quality leads. They also needed to be smart about which areas of their own marketing they could perform for themselves and where they needed outside help.

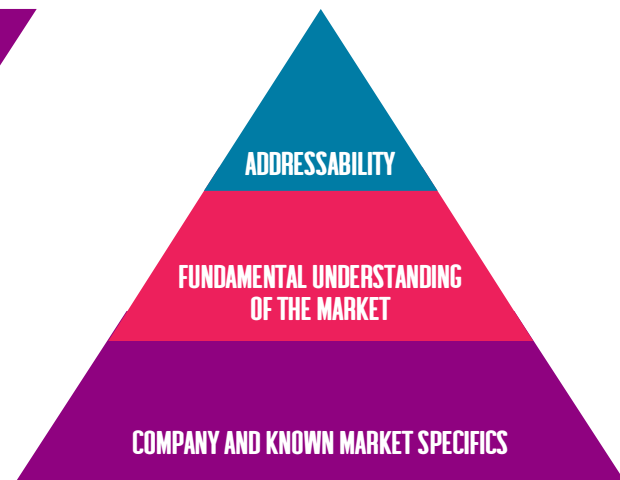
To arrive at the total addressable market for Roots Software, our team conducted extensive research and analysis to identify the potential customer base and market size for their construction management software. We evaluated industry reports, market trends, and competitor analysis to arrive at a conservative estimate of the number of potential customers and the revenue potential for Roots Software. This helped us develop a comprehensive marketing strategy that targeted the most promising customer segments and ensured that Roots Software's message resonated with its target audience. By understanding the size and potential of the market, we were able to focus our efforts and deliver maximum ROI for our client.

# HOW TO CALCULATE THE TOTAL ADDRESSABLE MARKET

## TOP-DOWN APPROACH



## BOTTOM-UP APPROACH



## BUILDING A COMPREHENSIVE MARKETING PROGRAM

### COLLABORATING WITH NORTH STAR HQ

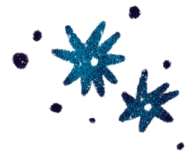
Roots Software turned to North Star HQ, a marketing technology company with a comprehensive portfolio of services, a proven track record, and a focus on innovation. Together, they developed a fully integrated marketing program designed to generate leads, increase traffic, and boost awareness. North Star HQ used leading-practice-based business processes as the foundation for the project and leveraged a best practices model to derive benefits from the collective experience of other North Star organizations that are similar to Roots Software.

## BUILDING A COMPREHENSIVE MARKETING PROGRAM

The marketing program delivered significant benefits for Roots Software, including increased brand awareness and social engagement, high-quality leads, and tangible revenue. Within the first 6 months, North Star HQ generated 237 leads, 59 demos were scheduled with \$102,500 in potential revenue from those demos, and \$40,700 in closed deals was achieved with an additional \$164,500 in deals currently under negotiation. Roots' email click rates averaged 13.99%, which is 11.96% above the average email click rate for the construction industry, and North Star HQ achieved an average email open rate for Roots of 40.47%, which is 19.06% above average.

# REFINING THE PROGRAM

## GROWING THE BRAND AND GENERATING HIGH-VALUE LEADS



Roots Software is currently in month 9 of its engagement with North Star HQ. They are extending the audience to 50,000 decision-makers, expanding the campaign to some of the remaining decision-makers, and evolving the messaging to connected influencers. The goal for the next three months is to refine each program and expand the strategy to grow the brand, increase conversions, and continue to generate high-value leads.

## DELIVERING PEOPLE-BASED MARKETING DIRECTED BY TECHNOLOGY

North Star HQ is on the cutting edge of marketing technology with an emphasis on delivering people-based marketing directed by technology. For emerging tech companies, being able to demonstrate their grasp of new technologies not only boosts their own brand but being able to leverage those technologies to advance their own business targets is smart

After implementing North Star HQ's comprehensive marketing program, Roots Software experienced significant benefits, including increased brand awareness and social engagement, high-quality leads, and tangible revenue. These successes ultimately caught the attention of a large competitor, who saw the potential in Roots and acquired the company, providing a substantial return on investment for both Roots and North Star HQ. The acquisition serves as a testament to the power of effective marketing strategies and the potential for emerging tech companies to make a significant impact in their industries.

*BOOST MY  
ROI*

**ASAP**

**CHAT WITH THE BOSS**

*WHAT CAN  
NORTH STAR DO?*

**SHOW ME**

**BROWSE CASE STUDIES**