BIGTREE

NETSTOCK
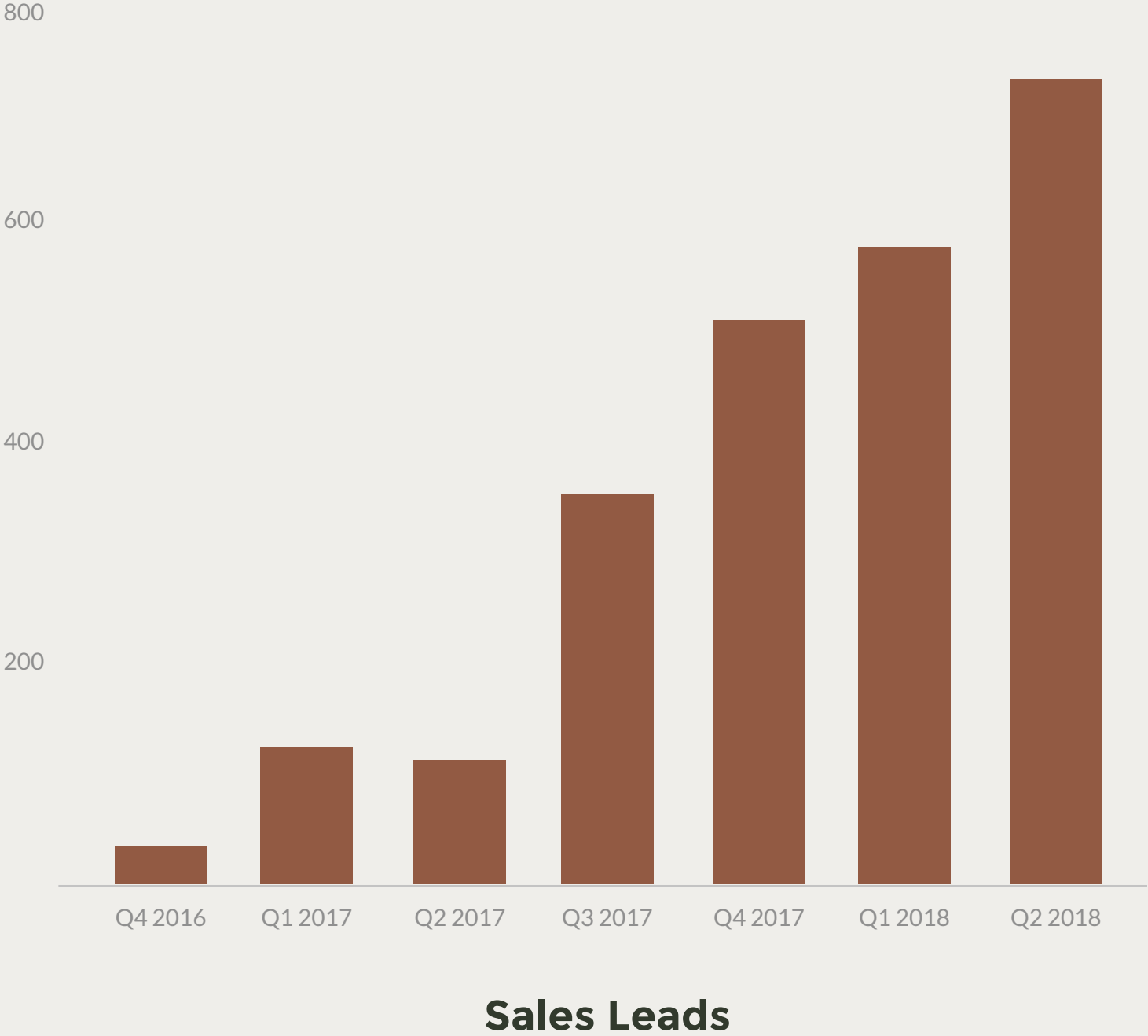Affordable Inventory Excellence

Measurable Growth

A CASE STUDY FOR B2B DIGITAL MARKETING

Sales Leads

Innovative B2B Digital Strategies Produce Rapid Growth

NETSTOCK provides a cloud-based software solution for more effectively managing inventory. The company helps a wide range of international businesses to avoid stock-outs, manage excess, and place orders more efficiently.

Using advanced, highly targeted digital marketing strategies, Big Tree has grown NETSTOCK's web-based sales leads from less than 10 per month to over 200 per month.

Foundation
Connect
Discover
CX
Optimize
Measure

800
Saas customers

2.5 years with
Big Tree

1400
Saas customers

Data Driven: Success starts with understanding

OPPORTUNITY

The longer sales cycle of B2B creates unique digital marketing challenges. Tracking prospects through the buying journey is complex; on average, a business-to-business contract has to be approved by five key decision makers at each business. NETSTOCK needed a strategy for navigating these challenges that could provide scalable growth.

SOLUTION

The Big Tree team dedicated itself to gaining a complete understanding of NETSTOCKs business model. We used these insights to identify new marketing opportunities and craft a measurement model to determine the most effective advertising channels.

OUTCOME

A growth plan tailored for NETSTOCK

BIGTREE

Foundation

Connect

Discover

CX

Optimize

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> "
>
> **I had to reach out. I've seen your ads everywhere. I can't ignore you. Somehow you are in my LinkedIn news feed and you are showing 'NetSuite with NETSTOCK' ads to me in the Wall Street Journal App. How does your marketing team do that?**
>
> SUITEWORLD CONFERENCE ATTENDEE
> AND QUALIFIED PROSPECT

Use an innovative ad strategy to target only qualified prospects

OPPORTUNITY

NETSTOCK needed an outbound ad strategy tailored to reach a niche audience of prospects across the web. The flexibility to reach just the right people with the appropriate ad variation would allow NETSTOCK to stay relevant to the needs of its prospects.

SOLUTION

Big Tree developed a nonconventional program to use acquired lists for targeted ad placement across search engines, social media, and display networks.

OUTCOME

A scalable, ROI-positive digital growth solution

Identifying the target prospect reveals a new marketing opportunity

Foundation

Connect

Discover

CX

Optimize

Measure

OPPORTUNITY

In order for its campaigns to be ROI positive, NETSTOCK needed to narrow its marketing focus to only the right people at the right businesses.

Big Tree's discovery process revealed a unique opportunity to target prospects that use financial software that can integrate with NETSTOCK.

SOLUTION

Big Tree acquired marketing lists of pre-qualified businesses already using financial software compatible with the NETSTOCK product.

OUTCOME

Big Tree was able to target marketing dollars to prospective companies with a good product fit.

Prospect Centricity: Crafting a relevant digital experience

Overland
NETSTOCK
Glacier.org

OPPORTUNITY

Different types of prospects have different needs and expectations. NETSTOCK needed to tailor messaging to suit each type of prospect; from their role at the business to the software they are already using.
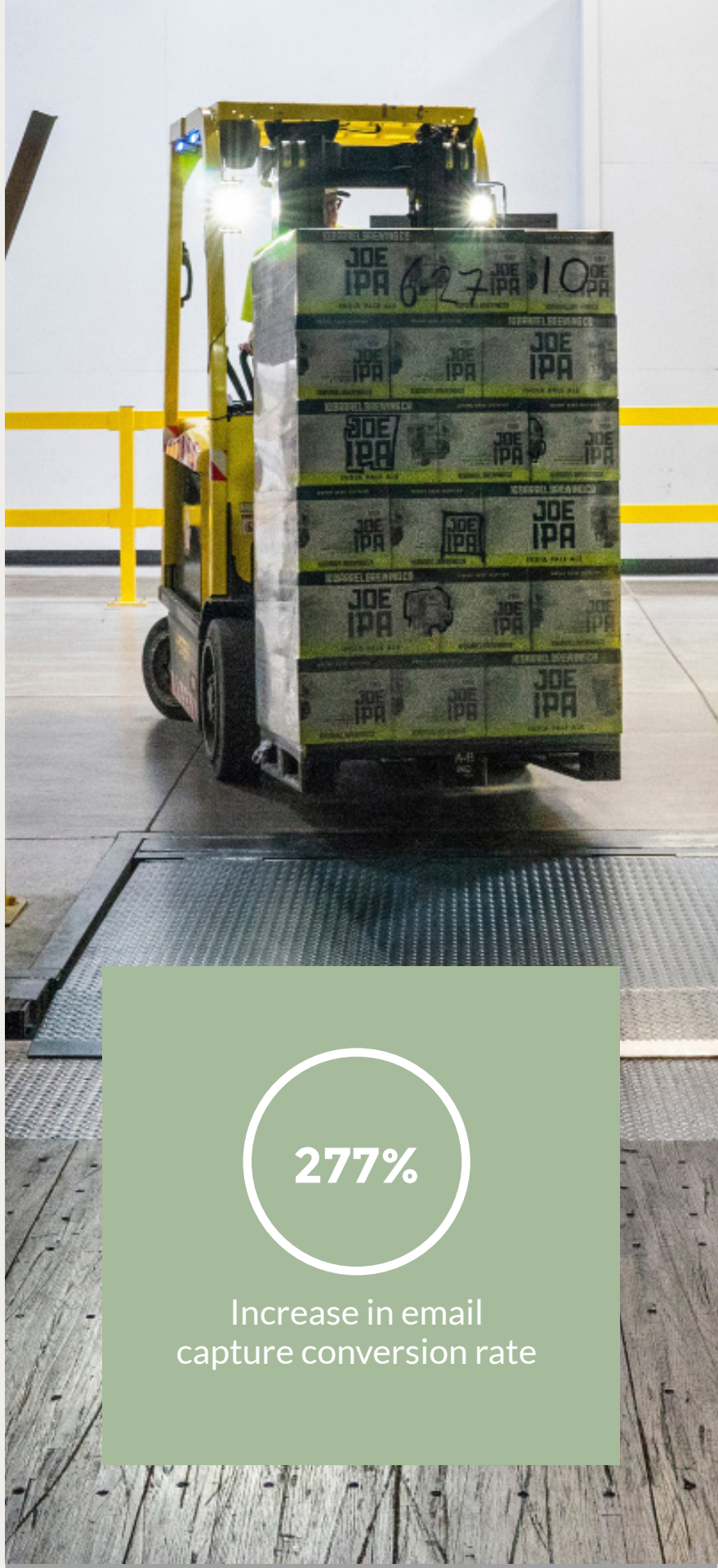
SOLUTION

Big Tree collaborated with NETSTOCK to produce prospect-appropriate content; spanning from advertising copy, through landing page and email follow-up.

OUTCOME

Increased engagement from prospects fills the sales funnel with qualified leads

217%

Decrease in
cost per sales lead

Foundation

Connect

Discover

CX

Optimize

Measure

277%

Increase in email
capture conversion rate

From price confusion to qualified sales lead

OPPORTUNITY

NETSTOCK needed to increase the leads in their sales funnel, while reducing the cost to acquire a new lead. Website recordings identified complexity on the pricing page as a bottleneck to generating new leads.

SOLUTION

Big Tree collaborated with NETSTOCK to build a custom price estimate calculator. Visitors answer a few key questions, enter an email, and get a custom PDF price quote in minutes.

OUTCOME

The number of sales leads skyrocket

BIGTREE

Game changing insights redefine Netstock's growth strategy

OPPORTUNITY

NETSTOCK needed a way to properly gauge the effectiveness of digital marketing campaigns across a lengthy sales process that requires multiple sales touch points.

SOLUTION

Big Tree implemented a technology overhaul to properly capture key marketing and performance data and to stitch together different milestones in the client purchasing journey. We then created a model to use that data to effectively measure marketing dollars spent.

OUTCOME

Netstock goes all in, shifting their budget to digital growth with Big Tree

300%

Increase in Netstock's Digital Growth Investment