



Superfast IT

Case Study



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Client Name: Superfast IT

Start date: January 2023

End date: Ongoing

Assigned coach: Vicente Hosie

Why Coaching?

James Cash started SuperfastIT in 2002. He's been running the company ever since, with a 100% retention rate—a major achievement for a business that hasn't lost a single client after 22 years.

Like most businesses, SuperfastIT grew based on word of mouth. Up until 2023, this had been their primary source of lead acquisition.

Eventually, the company hit a plateau and couldn't grow.

James knew what needed to be done but just didn't know how to get there. He had many ideas but nobody to take over, guiding them and implementing them. Someone who could come in every day and get things done.

Then in 2023, James stumbled upon The 1-Page Marketing Plan. He read the book, downloaded the 1PMP canvas, and after attending some of our live trainings he approached Lean Marketing about coaching.

Why Recap:

- The owner knew what needed to be done but needed help.
- The business was relying heavily on referrals and had no marketing systems in place
- They had hit a plateau in terms of growth



Challenge

After the initial deep dive, we realized that SuperfastIT was relying on never having a client leave the business and that it had grown due to word of mouth. There was no marketing in place except for having Hubspot as a CRM to run the leads and send some casual emails.

The lack of marketing systems meant that they relied on word of mouth and had no strategy to grow the business.

We realized this was a big concern because it meant that at any given moment, leads would run dry, and there would be no new business coming in. We needed to implement systems, strategies, and new lead acquisition methods. We also needed to hire somebody to be in charge of executing all this for the business. So we agreed to hire a marketing coordinator.

After reviewing many applicants, bringing one on, and having to fire afterward, we found the perfect fit. Since then, we've been able to implement multiple lead acquisition, attraction and conversion strategies.

Challenge Recap

- The owner knew what needed to be done but didn't know how to get there.
- He understood it was necessary to invest money not only in systems but also in a team
- Building a lead acquisition process was paramount to ensure we would not rely only on word-of-mouth business.

Solution

1. We started by finding a marketing coordinator
2. We created a strategy focusing on multiple lead acquisition channels, including SEO Blogs, website optimization, setting up new lead capture systems (guide), cold email marketing, and more.
3. We slowly started building the lead acquisition systems to ensure the organic traffic to the website could be captured. We analyzed the ideal clients and created a lead magnet to attract them, as well as a content calendar to create content for different social media platforms.



4. We came up with a content strategy focusing on LinkedIn, and SEO. We agreed to post regular LinkedIn content, cold email campaigns to acquire new leads, and one blog article a week.
5. We talked about a webinar inviting a cyber hacker to attract new businesses
6. We implemented a shock and awe strategy to attract new prospects as clients. This led to two high-end, multi-million-pound deals that are in the nurturing process.
7. We created a direct mail campaign for Valentine's Day that resulted in three new businesses that are in the pipeline.
8. We made sure their opt-in sequences were everywhere on the website. We also updated the website to ask people to take a risk assessment test to learn more about our audience.
9. We are currently in the process of setting up an event to invite potential leads and businesses to learn more about cybersecurity.

Solution Recap

- Hired a marketing coordinator to spearhead lead acquisition efforts.
- Developed a strategy focusing on SEO, website optimization, lead capture systems, and cold email marketing.
- Gradually built systems to capture organic traffic, created a lead magnet, and devised a content calendar for social media.
- Formulated a content strategy centered on LinkedIn and SEO, including regular posts, cold emails, and weekly blogs.
- Organized a webinar with a cyber hacker to attract businesses, employing a shock & awe strategy that secured two major deals.
- Launched a Valentine's Day direct mail campaign, adding three new businesses to the pipeline.
- Enhanced the website with opt-in sequences and a risk assessment test to better understand the audience.
- Planning an event to educate potential leads and businesses on cybersecurity.



Benefits

Hiring a Marketing Coordinator: Centralizes marketing efforts, ensuring a cohesive and strategic approach to lead acquisition and brand promotion.

Developing a Comprehensive Strategy: Incorporating SEO, website optimization, lead capture systems, and cold email marketing enhances online visibility, improves user experience, and increases lead generation efficiency.

Building Lead Acquisition Systems: Effectively capturing organic traffic increases the quantity and quality of leads, facilitating a smoother transition of prospects through the sales funnel.

Creating a Lead Magnet and Content Calendar: Attracts ideal clients and ensures consistent engagement with the target audience across social media platforms, building brand authority and trust.

Formulating a Content Strategy with LinkedIn and SEO Focus: Increases professional network visibility, drives targeted traffic, and improves search engine rankings, leading to higher conversion rates.

Shock & Awe Strategy and High-Value Deals: Creates memorable impressions that differentiate the brand, leading to significant business opportunities with potential for substantial revenue.

Valentine's Day Direct Mail Campaign: Utilizes creative marketing to capture attention and add new businesses to the pipeline, demonstrating the effectiveness of targeted direct mail strategies.

Enhancing Website with Opt-In Sequences and Risk Assessment Test: Improves lead capture and provides valuable insights into the audience's needs, enabling more personalized and effective marketing strategies.

"We've sorted out our target market and worked on our USP and messaging. Vicente helped us with our customer journey. We're already starting to see some leads. The program is going really well so far." - James Cash



Takeaways:

- Trust the process. It can take up to six months to begin seeing returns. But if you trust the process and make the changes we advise, you will see an ROI and growth.
- You can't do everything at once. We'll help you prioritize what can be done and what fits in with your budget.
- We hold you accountable. It's the best way to get results. For example, we track the SuperfastIT website traffic and conversions intensely to optimize consistently.
- Be willing to attack your goals. James's team is relentless. He's worked really hard on implementation, which has resulted in more momentum.