

PR PEREXPRESSION

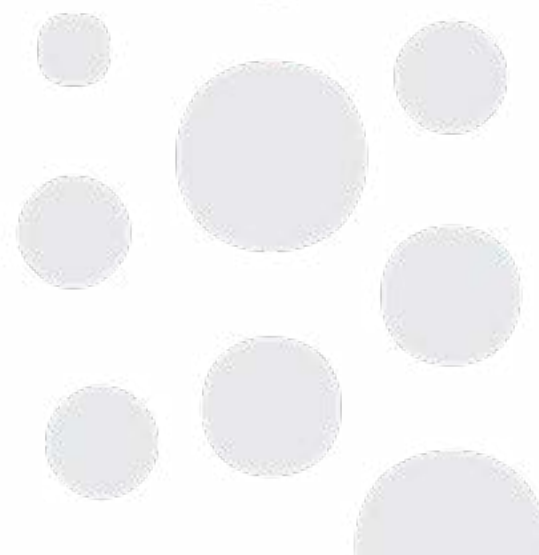
How
DeskDirector
Grew Revenue
by 65%



“ProperExpression has totally revolutionized our business.

ProperExpression’s work helps improve conversions. The team is stellar with communication and they're proactive with new ideas. ProperExpression’s ability to advise as well as execute sets them apart from other vendors.”

- Chelsea Parsons,
Sales & Marketing Officer



About DeskDirector



DeskDirector is a service automation software and client portal for IT MSPs that offers a user-friendly interface to centralize all communication while creating powerful automation that enables faster, more reliable services to each client of the MSP.

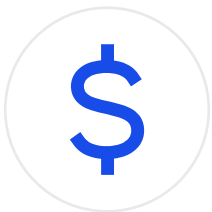
The software enables MSPs to automate repetitive tasks, accelerate ticket response times, provide enhanced visibility to dispatchers, guide techs and provide in-depth analytics to clients, all from one platform.

The Challenge



Limited Visibility into Sales

With limited visibility into the Sales pipeline and few established processes and automations, the Sales team could not convert sales-ready leads into customers.



Limited High-Value Opportunity Creation

Despite steady lead generation, few leads converted into opportunities for the mid and high-tier DeskDirector products.



Undifferentiated Positioning in a Complex Market

Prospects and clients alike had difficulties understanding the full value of DeskDirector, and DeskDirector was not ranking on target high-purchase intent keywords in its category.

The Solution

→ Revitalization & Restructuring of the Sales Process

ProperExpression cleaned and segmented the database, assigned proper lifecycle stages, implemented lead scoring, set up sales rep notifications and full funnel automation and developed relevant reports and dashboards to monitor the sales funnel accurately.

→ Lead Nurturing & Audience Segmentation

The ProperExpression team created email nurturing campaigns and workflows for segmented audiences, with content dependent on lifecycle stage, job position, lead score, etc., crafted paid retargeting ad campaigns and developed a monthly webinar series featuring topics catered to each audience.

→ Positioning, Content Creation & SEO Strategy

Along with paid search campaigns, ProperExpression instituted regular keyword-rich content creation in the form of blog posts and pillar pages, developed landing pages with improved product positioning and conducted on-page optimization, all in support of an SEO strategy.

The Results



+65%

**INCREASE IN AVERAGE
MONTHLY REVENUE**



+129%

**INCREASE IN ORGANIC
IMPRESSIONS**



\$240k

**INFLUENCED REVENUE
FROM 6 WEBINARS**



+104%

**INCREASE IN CONTACTS
WORKED BY SALES**

Through CRM management, sales process consulting, SEO, webinars and an omnichannel marketing strategy, ProperExpression set DeskDirector up for continuous success in closing new business and enhancing overall brand awareness and visibility.

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Start Growing Revenue Today

Get a FREE Consultation

ProperExpression is an integrated growth marketing agency. Our marketing strategists bring a deep understanding of all aspects of marketing, helping clients implement integrated marketing strategies, create synergies, and take advantage of opportunities while demonstrating strong alignment with business goals. Our expert technicians bring years of experience in crafting, implementing, and optimizing all components of well-executed campaigns.

www.properexpression.com