



CASE STUDY

BIGWEBAPPS: LOVE YOUR HELP DESK

bigWebApps provides cloud-based help desk and customer support software. Its flagship product, bigWebApps HelpDesk, has been adopted by more than 200 organizations, representing more than 100,000 users, in nine countries and 43 states.

Loved by the K-12 and higher education markets for years, bigWebApps was expanding its offerings with the launch of bigWebApps Fleet System and bigWebApps Warehouse Management. This meant targeting a new audience, network integrators and IT consultants.

bigWebApps asked Arketi Group to execute an integrated communications strategy that would

- elevate the brand to better compete in existing markets and break into new markets,
- generate thought leadership to drive prospects and media interest, and
- deliver a consistent stream of leads for the sales team to cultivate.

HOW WE DID IT

As we do with most engagements, we began by conducting an Unearth session with bigWebApps' executive team – a deep dive into bigWebApps' business objectives, differentiation and marketing opportunities. From this input, we developed an integrated marketing communications plan that included strategic and program recommendations for each of the three core marketing objectives.

To elevate the brand, we began with developing a “go to market” message that resonated with K-12 education end-users, network integrators and IT consultants. Playing off BigWebApps' approachable



Website traffic grew
year-on-year



Extensive media coverage
in business and trades



Lead flow increased
significantly

personality and outstanding 95% customer retention rate, we developed the tagline **Love Your Help Desk**.

To reinforce this new message, we redesigned and re-architected the bigWebApps website, and developed eye-catching collateral, a “first strike” presentation deck and case study template – ensuring the bigWebApps sales team was equipped with the tools needed to sell.

In parallel, the Arketi PR team executed an ongoing public relations program designed to position bigWebApps as a thought leader in the cloud help desk space. PR activities included case studies, bylined articles and podcasts. We worked aggressively to secure media appointments at the many tradeshows the company attended.

On the lead-gen side, paid search was launched to complement the new website’s organic SEO performance. Newsletters and outbound email campaigns also helped ensure a steady stream of leads.



“Before engaging Arketi, we were never able to successfully implement a consistent marketing message. Arketi not only gave us an image but also helped show our personality. And they put together a marketing plan that delivered on lead generation.”

PATRICK CLEMENTS
CEO – BIGWEBAPPS

THE RESULTS WE ACHIEVED

The integrated communications campaign for bigWebApps well exceeded its objectives in brand awareness, thought leadership and lead generation. The “love” message clearly resonated with target audiences – website traffic grew 355% in the year following the new message launch, and leads increased 300%.

The majority of qualified leads were from bigWebApps’ new targets – network integrators and IT consultants – surpassing the company’s well established education presence.