

## CASE STUDY 1

# VBS Partners with Lead Marvels to Better Reach Accounting SMBs

## The ValueBuilder System™

The Value Builder System (VBS) is constantly looking for new small business clients that they can help to increase their company value. A small and medium business (SMB) can be defined as business with a maximum of 250 employees or a maximum of 1,500 employees. They're privately owned corporations, partnerships, or sole proprietorships that have less revenue than larger businesses. As a result, they usually don't have the resources of a larger corporation. Whether they need expert advice and the systems in place to grow to the next level, or are preparing to sell to another company, VBS plays a critical role in ensuring SMBs get the most out of their businesses. As a result, VBS needs to get their message in front of as many SMB accountants as possible so they turned to Lead Marvels to assist them with their lead generation program, according to Sam Mendelsohn, President and Chief Operating Officer, VBS.



**CHALLENGE:** Reaching more accountants and SMBs directly.



**SOLUTION:** Partnered with Lead Marvels on targeted content syndication and lead generation strategy.



**RESULT:** Generated 70 highly qualified leads in 30 days, faster close rates.

"We want to help accountants transform themselves. Accounting firms have more strategic relationships with their clients," Mendelsohn said. "But they have a long close window. To see accountants close that quickly is impressive. I know the program paid for itself within 30 days because we are getting a constant stream of high value accounting leads," he said.

## CASE STUDY 2

# ContractWorks Partners with Lead Marvels to Reach In-House Council

## contractworks™

ContractWorks, the developer of ContractWorks Contract Management Software and SecureDocs Virtual Data Room Software, was looking to implement a highly focused lead generation program to better reach in-house corporate counsel and associations. Because of this selective niche, the company was looking for a partner to expand its reach as well as better engage with its current partners.



**CHALLENGE:** ContractWorks needed a way to bring in quality leads on a regular basis. Its software is designed for a very specific audience, and it can be challenging to reach those individuals.



**SOLUTION:** Partnered with Lead Marvels to help promote its contract management resources to consistently engage with its target audience. Lead Marvels also expanding the developer's network to reach new people, but always within its defined parameters.



**RESULT:** ContractWorks now relies on Lead Marvels to deliver a specific lead volume each month and is confident that the people it is connecting with are highly qualified leads for its solution.

"We really enjoy working with the Lead Marvels team. They've helped us get in front of our target audience and have consistently delivered to meet our lead volume goals," said Andy Silverman, Marketing Campaign Manager, ContractWorks. "Their team is incredibly flexible and finds creative solutions to address new challenges- and always goes above and beyond. They listen to customer feedback and continue to improve the platform."