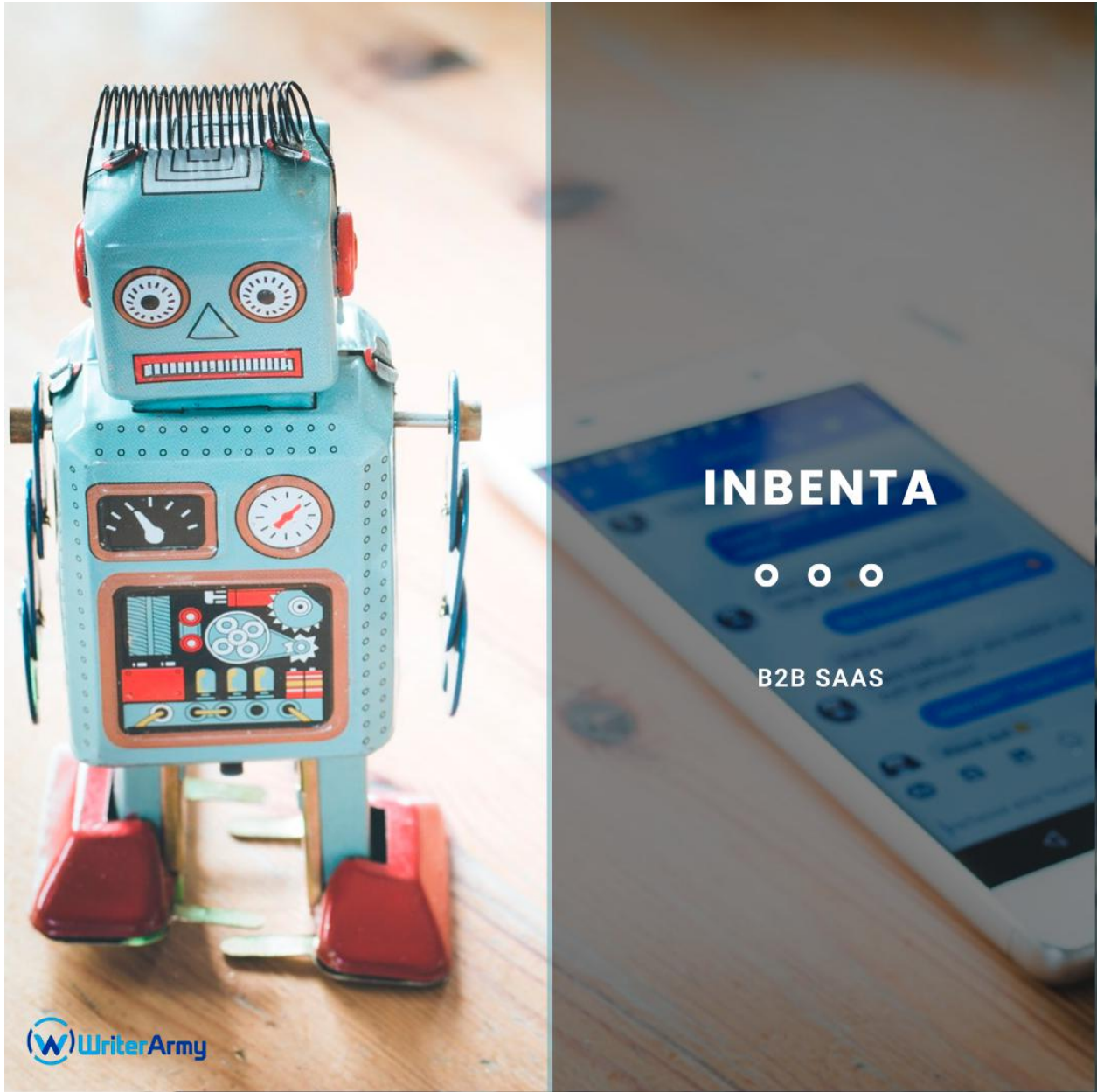


Inbenta: Launching a successful marketing campaign in less than 1 week



About the client:

Inbenta is a French SaaS company.
They're a unique, AI-powered, knowledge base & chatbot software company.

Their product helps increase conversion rates, optimize customer support agents' productivity, and helps businesses know their customers better.

Inbenta has been pretty successful in the French market, with amazing SEO and a great client base; including Groupon, BBVA, and Skyscanner being one of their top clients.

The challenge:

Inbenta's business owners & associates wanted to grow in every sense of the word, and expanding onto the US market seemed like the next logical & strategic step.

This would allow them to take a bigger cut from their revenue in order to invest in their marketing, and their employees, and hire even more personnel as they grow and scale.

However, if the Inbenta team wanted to meet their goals, they had to do this in a fast and assured manner.

As we're quite seasoned with content marketing in the US SaaS industry, we were hired to consult on their campaign and to answer the US market.

In fact, the copy converted so well since day 1, that until this day (several months later), they're still using the same copy and strategy we've provided.

Considering their time-sensitive project, we've managed to deliver all of the services in less than one week.

We'll share with you the crucial strategy & copy we've delivered for their success in just a minute.

But if you're interested in similar services/results as to those we help achieve every time, feel free to contact us below. :)

GET A FREE QUOTE

The solution:



"One of the finest [copywriting agencies] I've worked with. Quickly grasping the business and audience, they would often provide valuable recommendations. Their error-free work has contributed to publishing our content ahead of schedule."

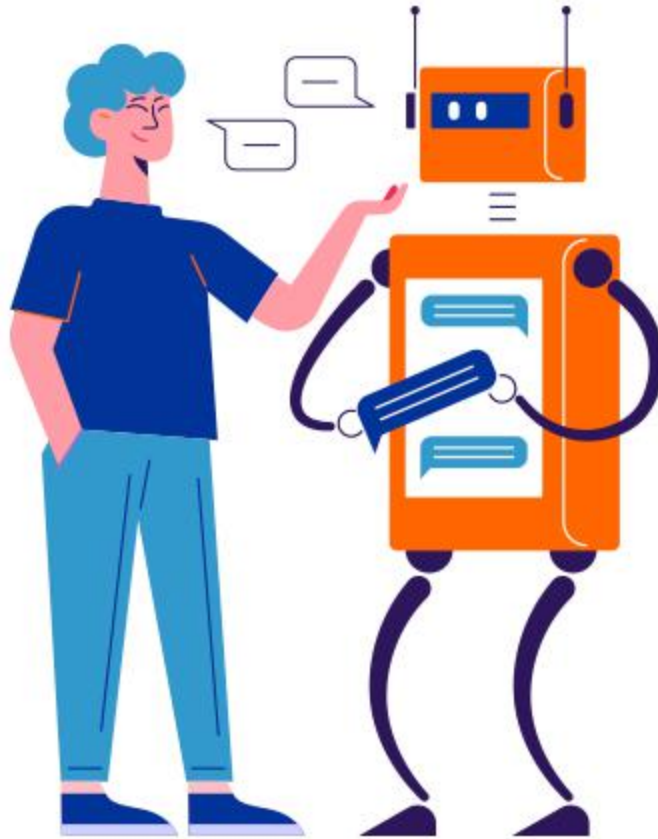


First, let's talk strategy:

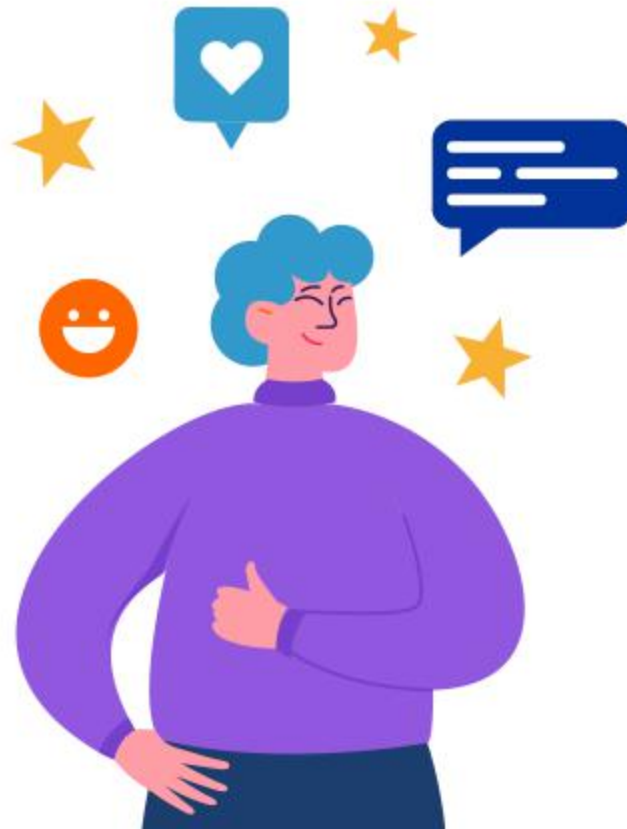
If you want to get somebody who's never heard of you to become your loyal customer, you'll first have to make a great impression.



Then, you build a relationship with them - by adding value - while building awareness for their pains & desires which your product/service solves.



Finally, you present to them your - long-awaited - solution that your unique business provides.



Of course, - with successful experience in the US market - we were able to efficiently strategize with Inbenta on their customer funnel.

As for the copy we did, it was for both their ads and landing pages.

Now, let's talk copy:

The ads:

Communicating the right benefits of your SaaS company to attract customers can be tricky sometimes.

Most business owners get so entrenched in the complexity of their solution, that they sometimes forget about all of the simplicity which attracts their customers in the first place.

If you own a SaaS business too, this is a key point to remember as you go on with your marketing campaigns.

Below are some of the ads we did for your inspiration :)

The landing pages:

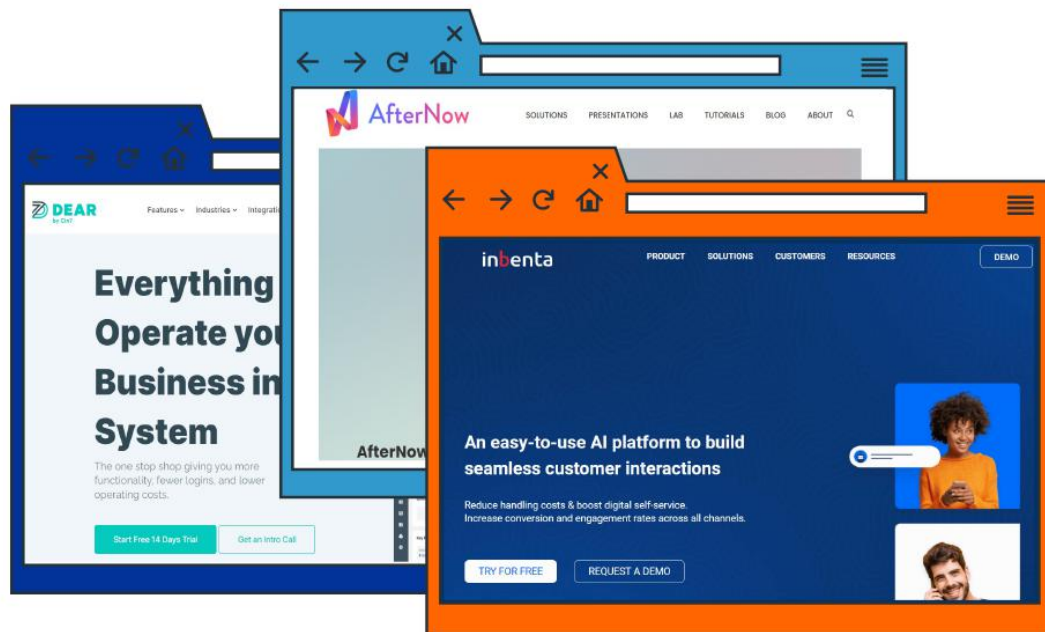
When customers don't know you yet, your initial "offer" can make or break your advertising.

Remember, your goal here is not to get prospects to buy from you yet, but simply to give you their contact details so that:

One, you'll have them on your list.

Two, you'll build both a relationship and enough desire so they'll buy from you eventually.

This is a second key point to remember as well.



Conclusion:

Launching successful marketing campaigns in a foreign market to yours can be a delicate job. Even more so when you're on a sensitive deadline.

However, if you can learn to stick to the simplicity of your solution, and to the simplicity of your marketing, then the outcome can be huge.

Even better if you choose the right team to work with.

We've managed to deliver both an efficient marketing strategy and persuasive copy for Inbenta in less than one week, both of which have met success since day one.

If you too are interested in one - or many - of our fast services, contact us for a free quote today. :)

- ***To your success***