Launch Revamps Marketing Automation Solution for RealMassive

RealMASSIVE

ABOUT REALMASSIVE

RealMassive is an Austin-based tech startup disrupting a $15 trillion industry by connecting every person and place in a modern, global commercial real estate (CRE) marketplace. We leverage big data to provide CRE pros with intuitive property list and search tools, digital marketing capabilities, and real-time performance analytics.

"Launch Marketing played a key role in helping us take full advantage of our marketing automation solution – including integrating it to salesforce. com, establishing the lead funnel components and conversion points, and developing and implementing segmentation, scoring and nurture streams. Their knowledge, responsiveness and helpful guidance was extremely valuable in setting us up for long term success."

- Mike Westgate, VP of Marketing, RealMassive

The Project

RealMassive is an Austin-based tech startup that connects tenants, investors, owners, properties and brokers in a modern, global commercial real estate (CRE) marketplace that is fueled by big data to provide an intuitive property list and search tools, digital marketing capabilities and real-time performance analytics. As the company continued to grow rapidly, they needed help understanding, building out and implementing their marketing automation solution to support demand gen needs and ensure sales and marketing alignment.

The Results

Launch met with the RealMassive team to get a clearer picture of their short- and long-term goals, discuss their target audience profiles and analyze segmentation options within the team's Marketo instance. Launch then led the RealMassive team through an exercise to determine accurate lead status naming conventions, sales funnel segments, status definitions and lead scoring, as well as their analytical reporting needs.

Once these activities were complete, Launch took the insights and data from previous digital marketing efforts and built out the Marketo instance to include segmentation, lead scoring, updated progressive profiling forms and smooth, seamless Salesforce integration. Additionally, the Launch

Launch worked with RealMassive on:

LEAD GENERATION

MARKETING AUTOMATION

team developed nurture streams for the identified segments, along with content and landing pages to put leads through an automated, 5-touch campaign. Sales and marketing metrics were also established to help the RealMassive team stay on track and keep the two teams tightly focused on shared objectives and definitions. In-person training wrapped up these efforts, leaving sales and marketing well equipped to make the most out of their newly enhanced systems.

ENHANCED MARKETING AUSTOMATION SOLUTION

- analyzed short- and long-term goals
- helped team develop lead scoring, segment definitions and funnel stages
- developed nurture streams