

AGILE GO TO MARKET | A TURNAROUND STUDY

P/C SAAS STARTS GROWING AGAIN WITH PREDICTABLE LEADS IN 90 DAYS

THE SITUATION

Gigaforce is an insurance technology platform built on decades of claims experience. The founders leveraged industry contacts to gain early traction but then got stuck trying to effectively talk about what they do and maintain sustainable deal flow. The CEO was preparing for a funding round and didn't have the skill sets on the team to grow the company.

AREAS NEEDING IMPROVEMENT

Gigaforce's CSO was responsible for growth and was feeling the pressure, along with the CEO, as stakeholders were applying pressure to turn things around. After cycling through contractors and an agency, Gigaforce reached out and we agreed the following areas needed work:

- Talking too much about the product;
- Sales tools, processes, and systems;
- Predictable pipeline to grow (and attract investors.)



THE FIRST 45-DAYS

We worked with key stakeholders to uncover strategy, purpose, and unique value. Using industry expertise, we defined a full-funnel yet highly efficient tech, processes, and systems then an action plan, brand and content guidelines; updated online presence.

- Research and developed strategic message;
- Developed sales processes & assets;
- Collaboratively developed content and updated web, social media, and other.

THE SECOND 45-DAYS

32^k

LINKEDIN IMPRESSIONS

Results after 2 Ads variant tests

4^k

UNIQUE SITE VISITORS

Tracked with Ads & email campaigns

38

MARKETING QUALIFIED LEADS

14 SQLs after due diligence

5

DEMO MEETINGS

Pipeline with >75% probability



“Brilliantly changed our entire trajectory. We’re engaging with more and more prospects each month. Word of advice: This program works and is the best I’ve seen in my over 25 years in this industry.”



KEVIN MAY
CSO, Gigaforce, Inc.

HOW WE DID IT



BLUEPRINT

We delivered a lean Brilliantly Blueprint after a comprehensive study of the business, tech, goals, objectives, and KPIs;



POSITIONING

We went deep on the buyer persona and competition to uncover strategic messaging and deliver content templates



PERFECT LEADS

Built a tactical buyer’s journey map, executed metrics-led experiments to validate assumptions & find perfect customers;



UNSTUCK

We consistently exceeded KPIs to validate tactics in 2 channels; delivered qualified leads and data-led next steps.

HOW YOU CAN GET UNSTUCK



Let’s Have A Conversation

Let’s talk challenges and see if we’re a fit. Then talk next steps and the program

Find Unique Value & Perfect Customer

We work fast yet effective at getting to know you and your position in the market

Start Growing Again

Our growth marketing experts execute, iterate, and refine what’s working

About Brilliantly Done, LLC.

We are industry expert fractional CGOs helping high-achieving founders reach that next milestone when they don’t have the time or skill sets on their team to get unstuck, and with the benefits of a fractional partner.

brilliantly
Crowning champions

