



THINK MARKETING

Growing A Small Business – Smart Marketing for Start-Ups

Synergy Workplaces tapped Think Marketing to drive lead generation

As a new business in the competitive office space leasing market, Synergy Workplaces needed to quickly and affordably increase occupancy rates in their business centers. Think Marketing worked with Synergy to create affordable marketing programs that provided the leads they needed to grow their business at a price they could afford. Through low-cost high-impact online lead generation campaigns, Synergy grew from five business centers with low occupancy rates to eleven centers with high occupancy rates in a little over two years. With Think Marketing's help, Synergy's small business is not so small anymore.





“With Think Marketing I learned that you don’t have to spend a lot of money to get fantastic results.”

Laura Kozelouzek, President, Synergy Workplaces

Challenge

In 2004, Synergy Workplaces set out to revolutionize the business center market. However, in dealing with rented real estate properties, it was imperative that they drive occupancy rates and get results quickly. Simply put, unleased office space is lost revenue. But as a start-up business Synergy also needed marketing campaigns that were affordable. Specifically Synergy Workplaces was looking for help with:

- Strategy & Messaging
- Lead Generation
- Online Marketing
- Website Optimization
- Website Content Development
- Lead Nurturing Campaigns

Approach

Think Marketing worked with Synergy to create a cost-effective multi-layered online marketing campaign to drive lead generation as well as provide ongoing customer outreach and lead nurturing. The online strategy included creating and managing an extensive keyword advertising program, website content updates for increased search engine optimization performance, as well as outbound email marketing and other lead nurturing programs designed to build awareness.

Additionally, Think Marketing consulted with the client to help educate them on strategies and messaging that would make their other marketing programs more powerful and effective.

Results

Rapid Lead Generation: Synergy successfully launched its online marketing program in October of 2005. Within one quarter, Synergy was fielding so many qualified leads, they expanded their sales team in order to handle the increased lead flow. Lead nurturing campaigns further increased their lead conversion and success.

Affordable Marketing: Like many start-up companies, Synergy originally thought marketing would be too expensive for them to invest in. Think Marketing worked with Synergy to develop marketing programs that fit within Synergy’s budget and showed them that great marketing doesn’t have to be expensive. Now, Synergy sees marketing as an integral part of growing their business.

Business Growth: In delivering a solid sales pipeline, Synergy was able to expand their business, adding six new locations - more than doubling the size of their business. Today, Think Marketing continues to manage and execute Synergy’s online marketing and lead nurturing efforts.

Contact Us, We Can Help

At Think Marketing, we believe that if your marketing efforts are not propelling business growth they are a waste of your business capital. To find out how Think Marketing can help you create marketing momentum for your company, contact us at: info@thinkmktg.com