WVIP

Finding the right place at the right time

Directive Nuances WordPress's Enterprise Targeting
To Strategically Increase Opportunities by 600%+

Directive

Company Bio

WordPress VIP is the enterprise offering of WordPress - most digital marketers' first introduction to website and CMS management. WordPress is a content management system (CMS) that allows you to host and build websites. The tech powerhouse contains plugin architecture and a template system, allowing organizations to customize any website to fit their business, blog, portfolio, or online store. WPVIP offers enterprise expansions for the traditional CMS features that large-scale brands need to grow.
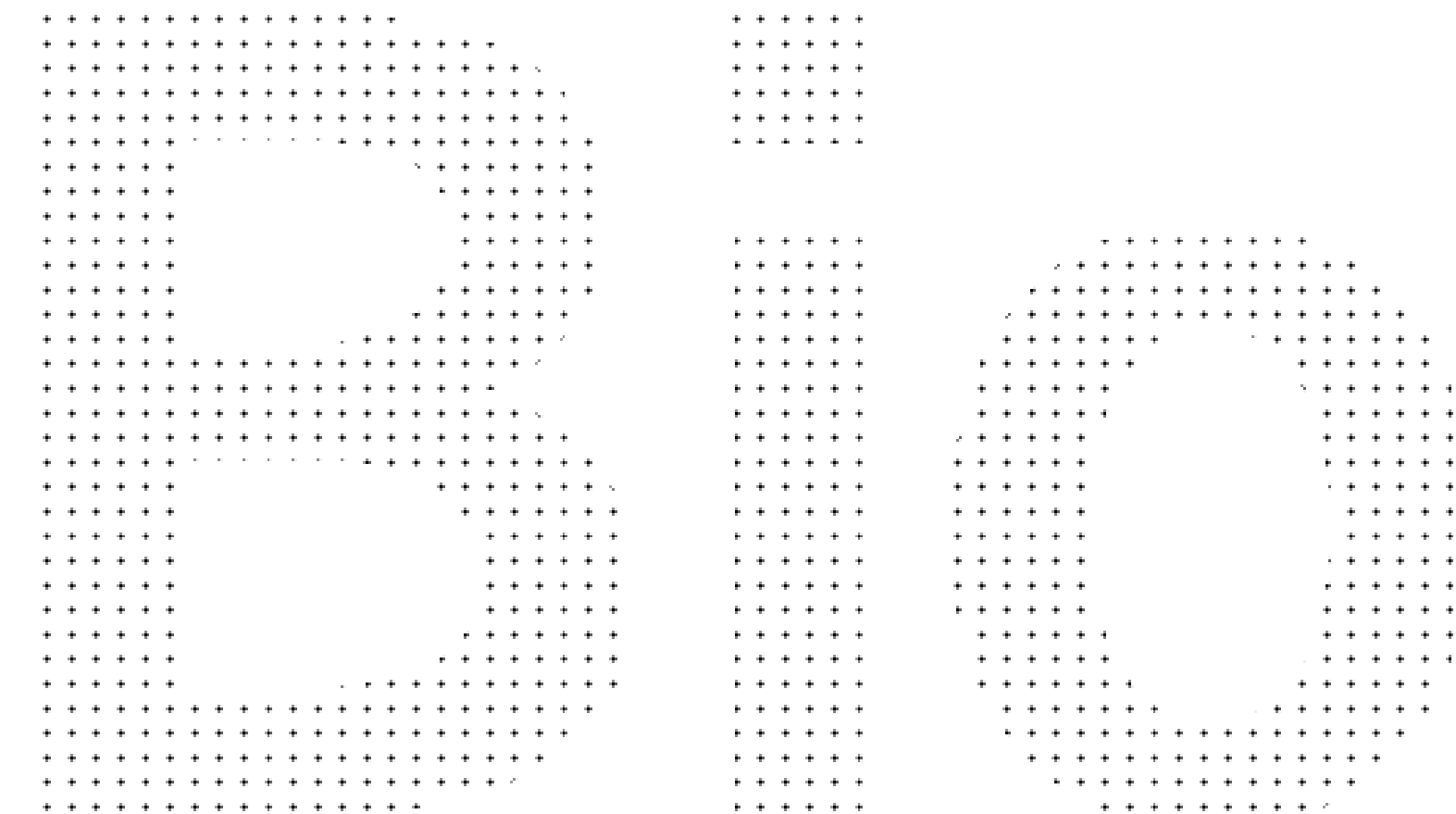
Challenges

Stuck in the consideration phase of their buyer's journey, WordPress experienced difficulties when growing their paid channels. Their unique problem was that even if they found the right audiences, oftentimes companies weren't ready to move forward with an enterprise deal.

The Objective:

Directive was brought on to help unfreeze WPVIP's pipeline and help them scale opportunities from their paid channels. To do so, the right audiences had to be identified to accurately target based on company size and search intent. Then Directive had to find the right moment in the buyer's journey to catch them and deliver the ideal type of interaction to best serve a prospect within that specific "consideration" moment.
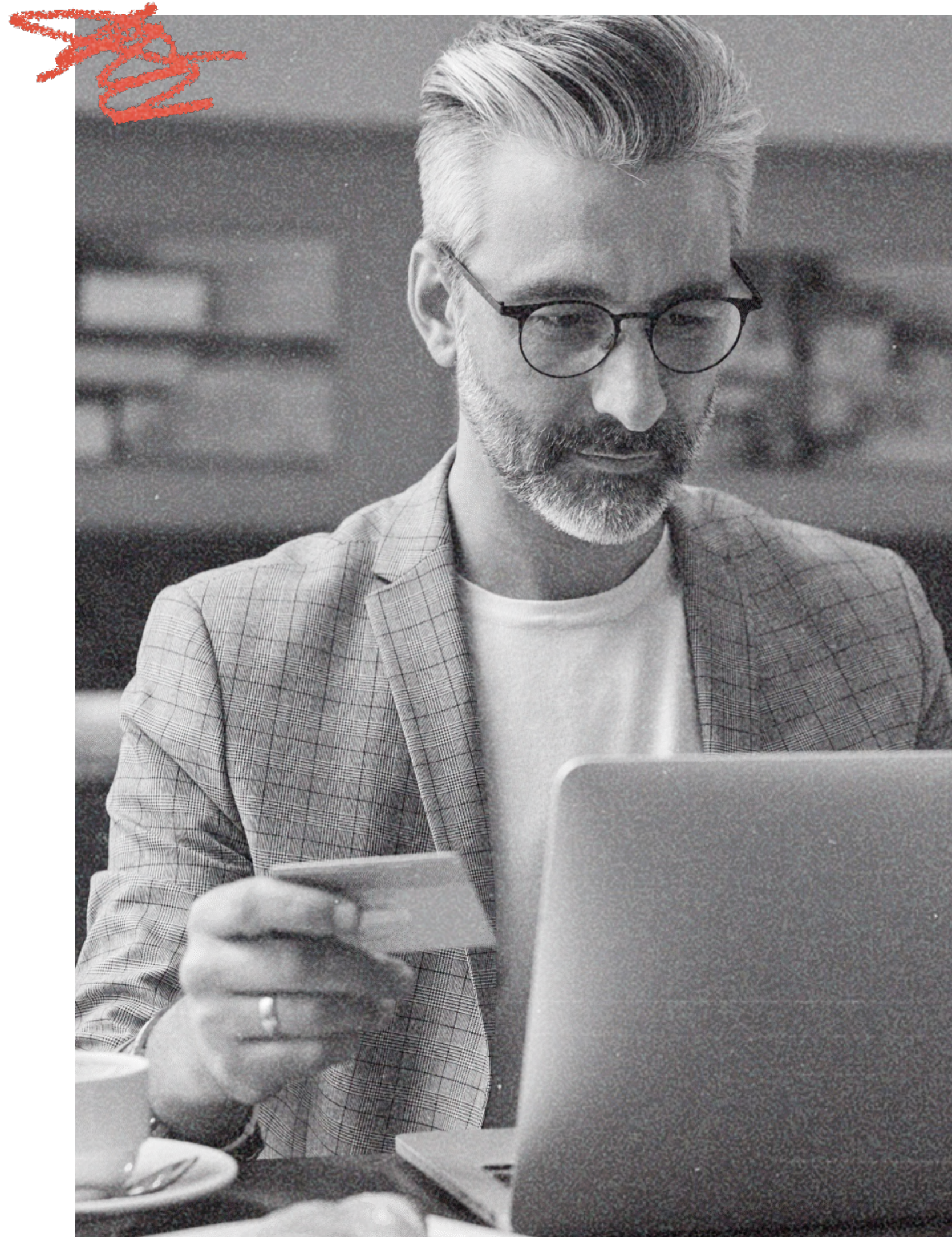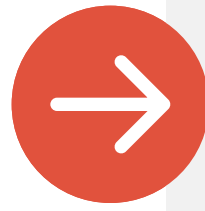
Strategy

Directive started by breaking down WPVIP's target market into 2 separate tiers. Tier 2 consisted of the bulk of the accounts they wanted to target, while Tier 1 focused on high-level blue-chip prospects that could be targeted with an account-based marketing (ABM) approach. This helped Directive target individual personas by company size and different paint points to craft unique ad copy that targeted the specific jobs-to-be-done framework (JTBD) of each audience.

Solution

Finding The Right Places and People

Directive was able to expand on WPVIP's targeting by focusing on the different personas, pain points, and JTBD of the different tiered audiences. While Tier 1 received ABM strategies like LinkedIn Conversation ads, generally Tier 2 was reserved for more traditional ad formats like Google and Google Display. Directive realized early that Google tends to drive higher volume impressions and conversions, but the quality of the leads dropped as prospects were usually looking for traditional WordPress info. Tier 1 was reserved for accounts that could afford and needed WPVIP's enterprise offerings and were in the research/consideration phase of the buyer's journey.

Targeting Means Timing Too

Since Tier 1 targets were already qualified accounts, a more aggressive approach to driving new business from them needed to be taken. Directive leveraged a customer-led approach to LinkedIn Conversation ads to radically boost WPVIP's success when it mattered most. This immediately increased new opportunities and closed/won deals.
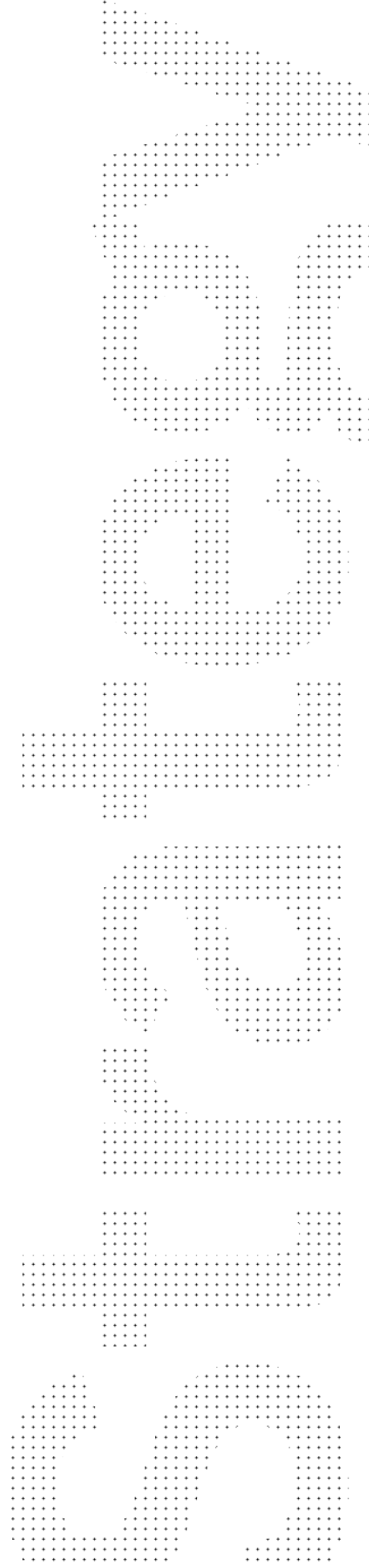
Results

Directive's nuanced optimizations to WPVIP's account were able to quickly boost both their opportunities and revenue, all while significantly cutting their Cost Per Opportunity. This is only the beginning of a growing and thriving account-wide optimization. With the future implementation of video and more interactive content to engage both tiers of WPVIP's audience, there's even more growth moving into the future.

607%
increase in Opportunities

73%
decrease in Cost Per Opportunity

175%
increase in Closed/Won Deals

"For WordPress to generate a solid pipeline, we had to focus on refining the right audiences to more accurately target prospects based on company size and search intent. Once ready, we sparked increases with more qualified opportunities and bottom-line revenue."

- Katie Rossi, Associate Director of Paid Search @Directive

Why It Mattered

We all worry so much about the "who, what, and why" of our campaigns, that we often forget the "when and where" which are equally important. Developing a truly customer-led campaign means learning everything there is to know about your target customers. This approach is how you take already well-known brands and grow their pipeline by over 600%. That's why world-leading software and technology brands trust Directive's Customer Generation methodology for performance marketing.

Thank you!

Directive's performance marketing goes beyond what's expected—so that you can too.

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