

# Corporate Insight Case Study

## Overview:

How Corporate Insight used Sales & Marketing Automation Inc's Pardot Audit & Consulting Support to make their B2B Marketing Skyrocket!

Content and engagement have been presented to B2B brands as another scenario where the phrase, "if you build it, they will come" was thought to apply. Basically, if you created something great, people will just discover it due to its greatness. But we know that's not true today, nor was it ever.

To achieve our goal of reaching a highly-specific target audience and organized Pardot and Salesforce, we decided to combine Sales & Marketing Automation Inc's Pardot Audit Report and Ongoing Support with our own marketing team efforts.

This approach helped us reach the business-minded professionals we needed to, but also track sharing and conversions that went beyond any initial interactions with the original content. We were able to begin sending out targeted content from Pardot and keep our database clean.

"As a Market Research Firm, we've seen up close how a good marketing automation tool can attain outstanding results for client outreach and inbound strategies. So, when we decided to run our own campaign focused on nurturing high-quality B2B leads, adding the clarity of Sales & Marketing Automation Inc's Audit Report to our own internal understanding of Pardot and Salesforce was a step forward for us."

Dana Peterson Vice President, Marketing @ Corporate Insight.