

PR PEREXPRESSION

How

Niche Academy

Increased Demo

Requests by

70+ Per Month



“After 8 years
in business,
ProperExpression has
finally helped us create
a complete marketing
system that lets us
measure what’s working
and be methodical and
data-driven.

They have taken the time to understand us and our customers. They have been sensitive to our needs and preferences. The conscientious way that they track progress over time gives me full confidence that we can meet our long-term goals.

- Jared Oates, Co-Founder & COO

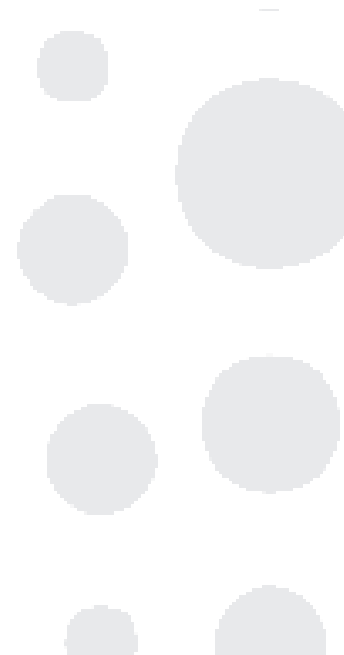
About Niche Academy



Niche Academy is an e-learning company that offers public libraries, academic libraries, municipalities, direct care providers, and other mission-driven organizations a turnkey learning solution.

The platform includes ready-to-use, expertly crafted tutorials and lets you create, deliver, and track training anywhere.

The solution is used by over 1,700 organizations daily that are able to deliver, on average, 32 additional training sessions for every team member each year.



The Challenges



Lack of Full-Funnel Nurturing

Although Niche Academy generated thousands of top-of-the-funnel leads each month through their webinar series, most leads did not receive further nurturing and didn't convert into a warm demo request.



Unclear Value Proposition

Many leads weren't entirely sure what Niche Academy was offering due to a lack of clarity in product messaging and minimal database segmentation and audience targeting.



Limited Visibility for the Sales Team

The sales department struggled to convey the platform's value or understand where prospects were in their journey due to a lack of lifecycle stages, lead scoring, and other sales process automation.

The Solutions

→ Created a Full-Funnel Email Nurturing Program

After clarifying Niche Academy's unique value proposition and per-stage messaging, ProperExpression developed, implemented, and managed a strong email nurturing program that included a welcome series as well as top-of-the-funnel (TOFU), middle-of-the-funnel (MOFU), and bottom-of-the-funnel (BOFU) automated campaigns. Emails focused on meeting prospects where they are at on their journey by offering educational content, practical resources, and exciting offers.

→ Streamlined the Sales Process

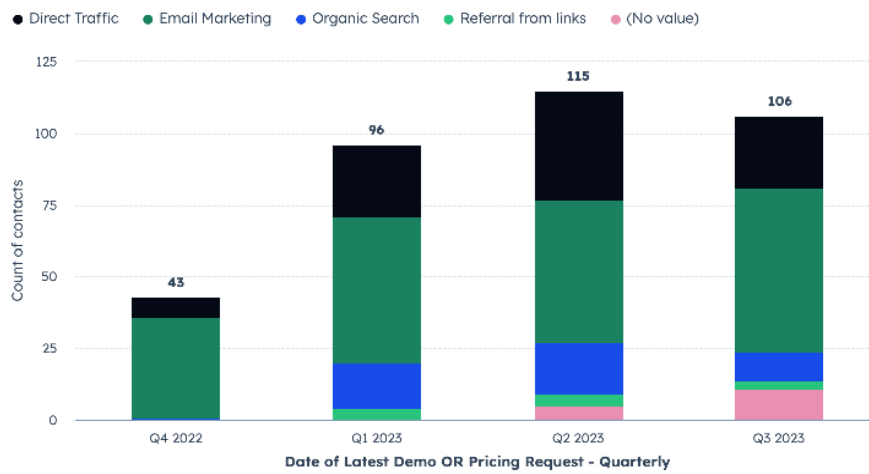
The ProperExpression team streamlined marketing and sales efforts and the demo booking process by implementing database segmentation, including a meeting calendar at the right moment when the prospect is ready, and automating the sales rep assignment based on territory to organize potential deals.

→ Automated Lifecycle Stages & Lead Scoring

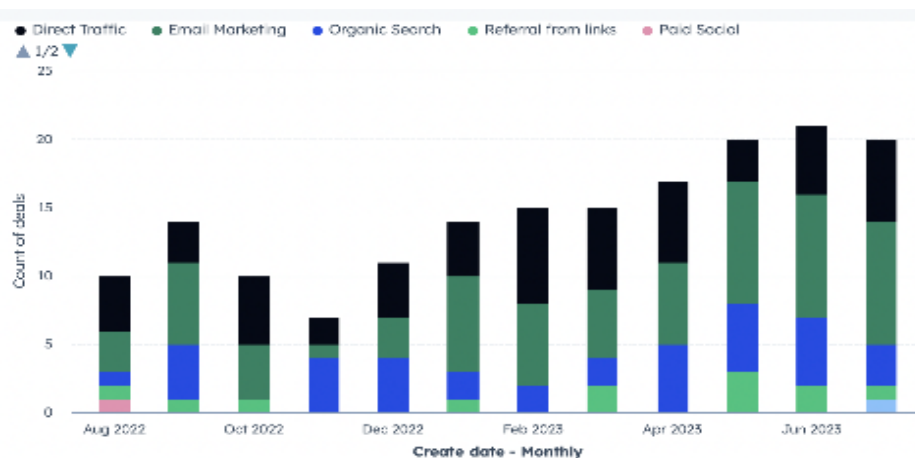
Along with automated email nurturing campaigns, ProperExpression implemented lead scoring and lifecycle stages to help the sales team identify the stage where the prospect is at and drive targeted conversations based on that.

The Results

14/Month to 84/Month Increase in Demo Requests



\$1.4 Million in January-to-June Pipeline Compared to \$1.1 Million the Previous Year



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Start Growing Revenue Today

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ProperExpression is a B2B growth marketing agency that utilizes a full-stack performance marketing methodology and RevOps to drive measurable results for its clients. The strategies and tactics they execute manifest in multi-channel campaigns that directly impact revenue and the bottom line.

With a results-driven culture and strong emphasis on tracking and data analytics, ProperExpression works closely with sales teams to push deals across the finish line, maximizing the ROI of every marketing dollar.

www.properexpression.com