

Management Consulting Marketer Blazes Trail To More Leads Using dbSignals

Rachel Albaugh leads all marketing tasks for management consulting firm [MSS](#), but she isn't a coder, doesn't build websites and knows HTML "just enough to be dangerous."

Instead, Albaugh powers her inbound and outbound marketing program with dbSignals, a cloud-based multi-channel campaign design and database platform that she calls "a marketer's dream" for how easy it is to learn and customize.

"It is very user friendly," Albaugh says. "I am able to build a campaign and automate its distribution, so I can literally set it and forget it."

Albaugh especially appreciates the features that allow her to design her own landing pages to collect information through surveys and forms, the system's ability to block duplicates on imported lists, and lead generation and scoring that keep her ahead of the industry competition.

"I've used other tools throughout my career, but dbSignals was the easiest one to learn," she says. "It has a very quick learning curve, and it also has the capabilities that I've always wanted in a marketing tool - especially the automation."

Recently launched to the broader small-to-medium-sized market, dbSignals is a total solution for database- and machine learning-enabled marketing automation. It is also priced affordably for business-to-business and business-to-consumer companies at \$500-\$5,000 per month, depending on the number of users and usage requirements - not the number of contacts uploaded to the system.

dbSignals helps businesses identify their best market segments so they can target audiences more effectively by:

- building prospecting databases;
- segmenting data into highly targeted lists;
- predicting when to act in the customer lifecycle; and
- determining where to invest limited marketing dollars.

Leads that count

Before discovering dbSignals, Albaugh relied mostly on Constant Contact and ExactTarget as marketing automation tools.

Albaugh began using dbSignals about two years ago when she joined MSS, a Phoenix-based firm that offers organizational change management, business process management, portfolio project management, technology and systems selection consulting, enterprise resource planning, and other services.

Albaugh's marketing campaigns use email automation designed to reach more mid-sized to Global 2000 companies so they will hire MSS for management consulting services.

"At the end of the day, what I'm trying to do is figure out what interests people, because if someone's not interested in enterprise resource planning, I don't want to keep sending them emails about that," she says. "But if they are

interested in organizational change management, then I can switch them into a new bucket. That decreases the unsubscribe rate.”

With dbSignals, Albaugh is able to create automated marketing campaigns that save her time and effort. For example, she can set up a campaign to automatically resend an email to anyone who didn't open it within the first 15 days. To do something similar using a competing tool, she would have to pull a report, filter who didn't open the email, and re-upload that list.

In addition, dbSignals' functionality allows her to build yearly awareness and knowledge campaigns that lead to an end-of-year survey to assess how likely her campaign recipients were to use MSS products and services. If recipients answer within six months of receiving the email, the dbSignals system notifies her immediately. *“In our world,” she says, “that’s a hot lead.”*

If recipients responded six months to a year later, they would automatically be set up on a 90-day cycle of awareness and knowledge usage, and would be asked if they had any questions again. *“If they did a year and above,” she says, “they would be set up with the whole campaign again because they weren't ready yet.”*

Targeted outreach

Albaugh also uses dbSignals for lead scoring, assigning points to each action a recipient takes.

“If they open an email, they get 10 points. If they click on a blog post, they get 20 points. If they click on a call to action to email us back, they get more points,” she says. “The more engaged they are, the higher ranking they get. Once they reach a certain point scale, we automatically get an email notification from dbSignals. Based on the digital behavior of this subscriber, they are qualified as a lead, and someone should personally reach out to them.”

It is at this point that Albaugh would send the lead to someone on the sales team.

Results

Since building MSS' marketing programs on the backbone of dbSignals, “we've had a lot more traffic driven to our website, and we've had a lot more leads generated off of our website.”

Albaugh is now in the process of redesigning the firm's website, and she will incorporate dbSignals throughout so she can specifically track performance and continue to tailor her marketing program so it is most effective.

“I feel we are ahead of the curve in reaching our target market, and it's because of dbSignals,” she says. “This is the best program I've ever used.”