



Pattison Shepley Ruvolo

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CASE STUDY

PROFESSIONAL & CREATIVE
MARKETING SERVICES,
ON-DEMAND

ABOUT CLOUDCAPCHA

CloudCapcha is transforming time recording for the accounting industry.

Their flagship product, WorkCapcha, is the only intelligent time and activity recording tool that integrates directly into Microsoft Teams.

WorkCapcha captures, converts, and analyses a users' digital journey, providing accurate insights that boost productivity and profitability.

As a new player in the market with minimal competition, CloudCapcha sought to stand out, clarify their messaging, and establish themselves as thought leaders to target top-tier accounting firms.

THE CHALLENGE

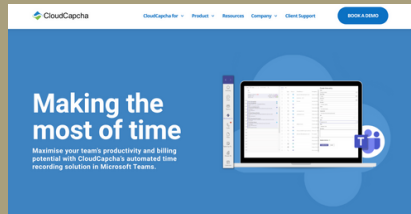
CloudCapcha needed marketing support to:

- Clarify their internal and external messaging to align their team and attract prospects.
- Build and launch a professional website showcasing their unique product.
- Create modern, compelling marketing collateral and sales tools.
- Establish a strategic CRM system for focused marketing and sales efforts.
- Elevate their brand visibility and thought leadership through creative campaigns and targeted events.



MARKETING SUPPORT

Strategic and Tactical Marketing Support



01 Messaging Framework

Helped plan and develop a comprehensive messaging guide to ensure consistency and clarity across all internal and external communications.

- **Benefits and Persona Pain Points:** Crafted messaging that highlighted how CloudCapcha solved specific pain points for accounting firms, tailored to their buying personas.
- **Sales Cheat Sheets:** Equipped the sales team with concise guides for prospecting, ensuring they could effectively articulate CloudCapcha's unique value to individual personas.

02 New Website

Collaborated with the CloudCapcha team and a web development agency to launch a new WordPress-based website:

- **Strategic Planning:** Created the brief and website plan to align with the new messaging framework.
- **Modern Design:** Ensured the website featured a user-friendly design that showcased product capabilities and spoke directly to key personas.

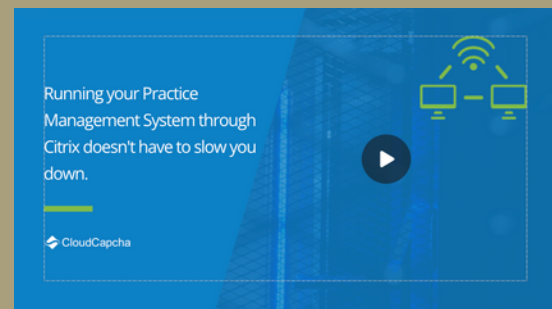
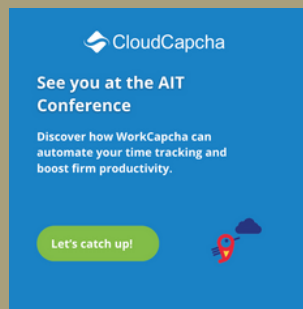
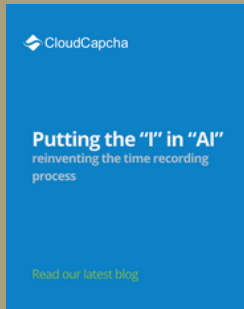
03 Marketing Collateral

Developed sleek, modern collateral to align with the refreshed brand, including:

- Product brochures, videos, and case studies.
- Event materials to support conferences and exclusive events.

04 Social Media and Campaigns

- **LinkedIn Growth:** Increased the LinkedIn follower base from 600 to 1,000+ with regular, engaging content, including animations, flip books, thought leadership posts, and third-party insights.
- **Creative Campaigns:** Designed and launched targeted LinkedIn ad campaigns to reach key accounts, driving awareness and engagement.



05 Event Support

- External Conferences: Managed marketing and logistics for CloudCapcha's participation in industry conferences.
- Exclusive Decision-Maker Events: Organized an invite-only event at the ICAEW, establishing CloudCapcha as a trusted partner among senior accounting professionals.

06 HubSpot CRM Setup

- Implemented and customized a HubSpot CRM to streamline sales and marketing processes:
- Created custom fields and integrated target accounts for precision marketing.
 - Enabled the team to track campaigns and focus efforts effectively.

07 Additional Support

- Client Success Team: Designed creatives for client communications, ensuring an on-brand, professional touch.
- Press Releases: Drafted and distributed press releases to increase media coverage.
- Symphony Support: Provided marketing assistance for CloudCapcha's sister company as needed.

RESULTS

- Streamlined Messaging: The internal messaging guide provided clarity and consistency across all touchpoints, enabling the team to communicate effectively with prospects and clients.
- Enhanced Digital Presence: Launched a professional website that reflected CloudCapcha's brand and resonated with their target audience.
- Increased Engagement: Grew LinkedIn followers by over 60%, building a stronger online presence with creative, value-driven campaigns.
- Focused Sales Efforts: HubSpot CRM implementation enabled targeted campaigns, improving efficiency for sales and marketing teams.
- Event Success: Exclusive ICAEW events and conference participation positioned CloudCapcha as a thought leader in accounting technology.



“ Working with Bekki has been pivotal in helping us position CloudCapcha as a leader in accounting technology. From refining our messaging to delivering creative campaigns and managing complex projects like our website launch, Bekki brought the expertise and flexibility we needed to help attract top-tier accounting firms effectively. ”

BRIAN COVENTRY, FOUNDER AT CLOUDCAPCHA

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