

Success Stories

How The Marketing Centre helped GreatSoft move from reactive selling to a structured lead generation and sales growth strategy.

About GreatSoft

GreatSoft is an award-winning software development company providing cloud-based software to professional service firms.

The business had strong products, but needed a more proactive marketing and sales approach to support lead generation, customer retention and growth.

The Marketing Centre helped GreatSoft build a clearer strategy, improve segmentation and turn its website into a stronger lead generation hub.

The Challenge

GreatSoft had a target of 10 new leads per month, but no clear plan to achieve it.

The business was generating around four new leads per month, relied on reactive selling and had no proactive lead generation system, sales pipeline, customer segmentation or database marketing in place.

GreatSoft

The Solution

The Marketing Centre helped GreatSoft create a more structured sales and marketing approach.

This included:

- **Market segmentation:** Key market segments were identified and quantified.
- **Targeted communication:** Monthly tailored communication was developed for each market segment.
- **Lead generation:** A lead generation and qualification strategy was created.
- **Sales and marketing strategy:** A turnover-based sales and marketing strategy was developed.
- **Brand positioning:** Key USPs were developed to shift the focus from product to brand.
- **Lead hub website:** A world-class website was developed as a lead hub, supported by a digital strategy to drive traffic.

Results

The work delivered strong improvements across lead generation, turnover and customer retention.

- 450% increase in qualified leads
- Win-back of 18% of clients lost in the previous two years
- 68% overall increase in turnover
- Churn rate reduced by 56%, from 8% to 3.5%

Long-Term Investment

The work gave GreatSoft a stronger foundation for future growth.

With clearer segmentation, targeted communication, a proactive lead generation strategy and a website designed to act as a lead hub, GreatSoft was better placed to move away from reactive selling and build a more focused marketing and sales system.

Bruce Morgan, CEO, GreatSoft

“Thank you for your contribution that helped GreatSoft win the FNB Business Innovation Award.”



Have a question?

Email us at info@themarketingcentre.co.za

You can find out more at www.themarketingcentre.co.za