

Enhancing Pipeline Growth Through a Full-Funnel Marketing Strategy with Maptician

Background

Maptician, a leader in hybrid workplace management software, approached Proxy due to our highly regarded expertise in marketing strategy for the legal and professional services industries.

Maptician required a go-to-market strategy tailored for the legal tech sector, aimed at enhancing performance across the sales funnel and driving sustainable revenue growth. Proxy was provided with Maptician's sales plan and monthly KPIs for 2023, which highlighted ambitious targets in monthly recurring revenue (MRR), client acquisition within the legal industry, and lead conversion metrics. This approach was designed to address the specific needs of legal professionals, streamline client onboarding, and accelerate adoption in law firms.

Despite a strong product, Maptician faced key challenges in scaling its presence within the legal and professional services sectors. The company was producing high-quality content but lacked a strategic distribution plan, limiting its ability to fully leverage this content for engagement and awareness.

For SaaS businesses like Maptician, a robust content strategy is crucial. Prospective buyers rely heavily on thought leadership and educational content to guide decisions. Without a focused content marketing plan, Maptician risked missing the opportunity to build credibility and nurture leads effectively.

Maptician's digital presence within the legal tech space was lagging. In today's market, where much of the legal buyer's journey unfolds online, a strong digital footprint is essential for generating organic traffic and building credibility. Low domain authority and under-optimized SEO limited Maptician's visibility, impeding its ability to attract qualified legal tech leads through search engines—a crucial channel for growth in the competitive legal technology landscape. As a result, Maptician's lead conversion rate was below target. With aggressive sales goals, the company needed a stronger approach to nurturing leads through the sales funnel, ensuring more efficient conversions.

Finally, brand awareness remained a challenge. In the competitive legal technology market, visibility is essential for establishing trust and driving growth. Without a prominent brand, even the best products can struggle to gain traction. These challenges highlighted the need for a comprehensive strategy to optimize content, improve digital visibility, and align sales and marketing to fuel sustainable growth.

Top Challenges

- Lack of Strategic Content Distribution
- Limited Digital Presence
- Lack of Lead Nurture Program Affecting Conversion Rate
- Brand Awareness

Client Acquisition

goal was exceeded by

over 20%

Demo-to-Close Rate

increased significantly

32% increase

in closed deals across all channels

Approach/Selection

Proxy developed a full-funnel marketing strategy to drive Maptician's growth across all stages of the buyer's journey, ensuring that every touchpoint—from brand awareness to lead conversion—was optimized for maximum impact. In today's competitive SaaS market, full-funnel marketing is essential because it captures potential customers at every stage, from initial awareness to decision-making, and moves them seamlessly through the funnel. This holistic approach ensures that no leads fall through the cracks and that marketing efforts are aligned with sales goals.

To build top-of-funnel awareness, Proxy focused on media relations and content marketing. By generating high-value press releases, articles, and blog posts and securing placements in top-tier publications like *The American Lawyer* and *Above the Law*, Proxy helped establish Maptician's credibility and expanded its visibility within key industries. This media exposure positioned Maptician as a thought leader, an essential step in attracting attention from new prospects.

At the same time, SEO and Google Ads optimization enhanced Maptician's digital presence. Proxy worked to improve keyword rankings and manage ad campaigns that drove targeted traffic to Maptician's website, making it easier for prospects to discover the company organically. In SaaS, where much of the buyer journey happens online, high visibility in search results is critical for attracting qualified leads.

For mid-funnel engagement, Proxy leveraged event management and speaking opportunities. Participating in strategically selected industry events gave Maptician direct access to decision-makers, allowing the company to build relationships and demonstrate the value of its solutions in person. These events also provided valuable networking opportunities to drive deeper engagement with prospects.

Finally, to push leads through the bottom of the funnel, Proxy focused on lead nurturing. Targeted email and social media campaigns were designed to engage prospects at various stages, providing the right content at the right time to keep them moving toward conversion. This comprehensive approach to lead nurturing ensured that Maptician could maintain engagement with potential buyers, increasing the likelihood of closing deals.

A key element of Proxy's success was the emphasis on continuous optimization. By constantly monitoring campaign performance through analytics tools such as HubSpot, Proxy was able to make data-driven adjustments in real time. Whether it was refining ad targeting, tweaking content based on engagement data, or optimizing email sequences, Proxy ensured that every tactic was consistently improving. This ongoing optimization not only maximized the efficiency of Maptician's marketing efforts but also ensured that the strategy remained aligned with evolving market dynamics and sales goals. The result was a continuously improving funnel that kept delivering higher-quality leads and more conversions.

Results

Maptician also exceeded its client acquisition target, surpassing its goal by over 20%. This achievement underscored Proxy's ability to attract and convert leads into long-term, valuable clients.

With an improved demo-to-close conversion rate that increased from the projected 40%, Proxy drove a 32% increase in closed deals across all channels, delivering strong bottom-line results.

In addition, Maptician saw a dramatic improvement in digital visibility, with website sessions growing by 55% and page views increasing by 37%, further driving top-of-funnel activity and brand engagement.

“ Proxy has been an incredible partner for three key reasons: their deep expertise in full-funnel marketing, their relentless focus on continuous optimization, and their ability to truly align with our sales goals. They didn't just help us meet our targets—they helped us blow past them. ”



Alaa Pasha
Chief Executive Officer, Maptician