



CORE10 CASE STUDY

A partnership that enabled an overworked, overloaded executive to refocus on her aggressive growth goals.



The Challenge

Core10 Co-Founder & President, Lee Farabaugh, knew starting a company would take effort and she was ready to work hard. So, she didn't say "no" to taking on more and more of the sales and marketing needs of her company. Unfortunately, acting as the Chief Sales and Marketing Officer took away from Lee's main focus of hitting aggressive revenue and company growth goals.

Knowing that hiring a single individual who could "do it all" was far-fetched but lacking the budget to hire an entire marketing department, Lee decided she needed a reliable outsourced partner instead. One that was comfortable playing an integral role in the success of her growth-focused company.



The Solution

Core10 needed a partner to provide sales AND marketing support. Lee knew the expensive, old-school agency route focused on retainers and set hours wasn't the way to go, they are a small business, after all. But with Peer, Lee knew right away that she had found a flexible partner willing to fill gaps as needed and support Core10 in hitting their growth targets.



Marketing

Peer helped hone Core10's message to clearly communicate their value, provided them with an updated brand to stand out in the market, and created educational content to attract and nurture leads, inspire action, and help close deals.



Growth

Assisting in the presentation of information to both the Core10 Board of Directors and Core10 investors, Peer helped the company obtain approvals and more funding to meet their aggressive goals, including the acquisition of another company. Peer also helped to align the two brands post merger.

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For a company of our size, having an in-house marketing team doesn't make sense. We don't need a full-time writer or creative director—we need fractions of those people—which is why it works to work with Peer, we have access to those people, but only when we need them.



LEE FARABAUGH

Co-Founder & President, Core10



Sales

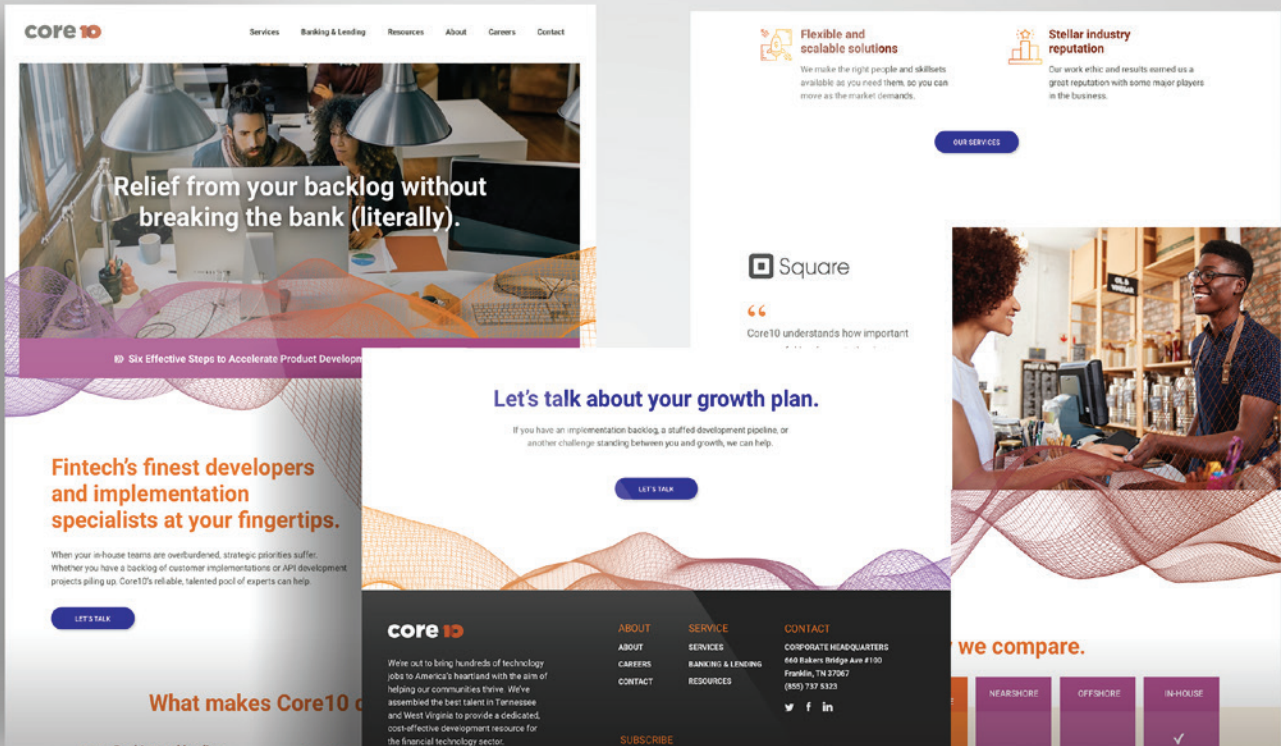
In addition to key sales enablement materials, Peer provided sales training and coaching to help the internal Core10 sales team feel more confident and empowered during calls.



Recruitment

Peer also helped Core10 with a recruitment campaign needed to fill the onslaught of new positions as they grew, to help funnel hiring leads to the HR department.





The Results



With Peer taking the lead, Core10 saw a fresh pipeline of **147 new leads** within about a year of partnership.



A **newly designed website** which acts as an active member of the Core10 sales team, educating potential customers and **generating new leads**. It is focused on recognizing the challenges that prospects face and **clearly communicating** how Core10 adds value.



A fresh cache of content based on Core10's marketing funnel was **designed specifically for buyers** and helps Core10 speak in their customers' language in a way that is both **educational and attractive**.



By **outsourcing** the needs of an entire sales and marketing department, Lee was not only able to **gain traction toward her goals**, but she was able to shift her focus to things she was **passionate** about—like presenting her **innovative and unique** Hereshore® model of economic development at TEDx.



Shift Your Focus Back to What You Love

When you want to remove the burden of burnout and feeling stretched too thin so you can start delivering the results you promised, contact us to learn how we can help.

Visit Peersalesagency.com or give us a call at **402.450.5299**.



PeerSalesAgency.com

402.214.7196



About Peer.

We're a multidisciplinary, highly motivated team of salespeople, marketers, advertisers, writers, and designers wholly **focused on helping small businesses grow their revenue.**

Now, it's important to understand we're **not your typical marketing agency.** In fact, we believe we're the first of our kind. We're actually a sales agency that uses marketing to help our clients close more deals. To us, the sales process is magical, and it's the driving force behind everything we do.

It starts with a **simple but holistic approach.** We get to know you, your business, your customers, competitors, and even employees. This approach infuses our solutions with a strategic purpose, which in turn, **delivers impactful and quantifiable results month after month.** In other words, we'll give you everything you need to **shatter the expectations of your clients and the hearts of your competition.**

So drop us a line. **We want to be more than just your agency.** We want to be a partner, colleague, confidant, **peer.**

We're ready. Are you?

Peer helped us speak in our customers' language.

"Peer enables us to present a very professional, unified, actionable face to the market. They've taught us a lot about how to present ourselves in a way that clearly highlights what we have to offer and how we solve problems."

Lee Farabaugh, Co-Founder & President

Finally, an agency who understands SaaS.

"The traditional agency model of brand first, sales second doesn't meet the needs of our business. We chose Peer because it was very obvious they understand SaaS and how 'buyers' today think."

Steve Duggar, Co-Founder

