



Changing the way businesses
convert.

peersalesagency.com

Our Work.





Lead Generating Websites



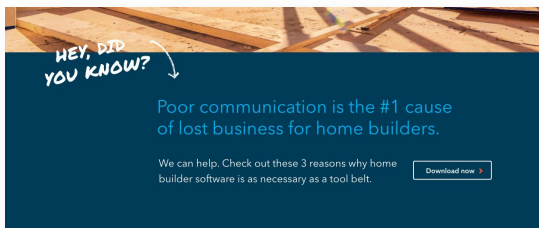
Problem

A full team of BDRs and a brochure website.

Solution

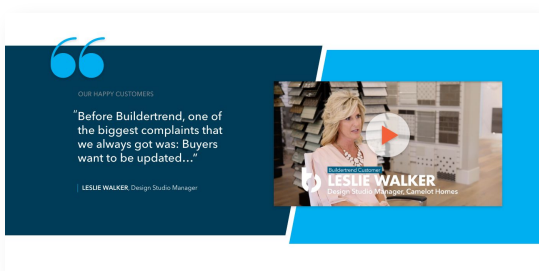
Create a digital experience that supported the buyer's journey and self-research, and operated as a lead generation tool.

Case study



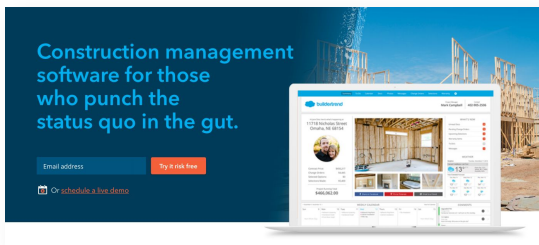
Top of Funnel:

- Pain-focused copy
- Easy-to-read benefits
- Thought leadership and educational content



Middle of Funnel:

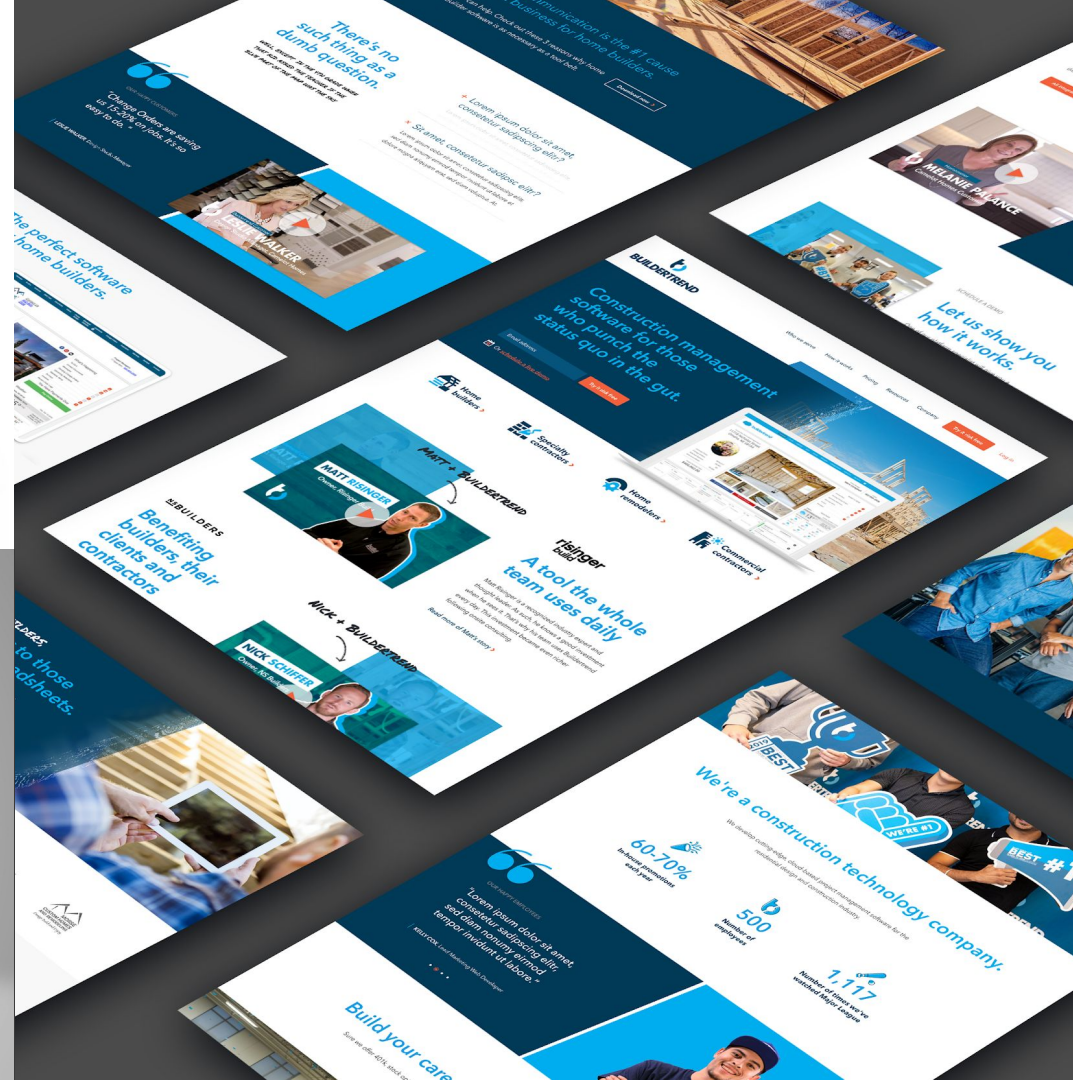
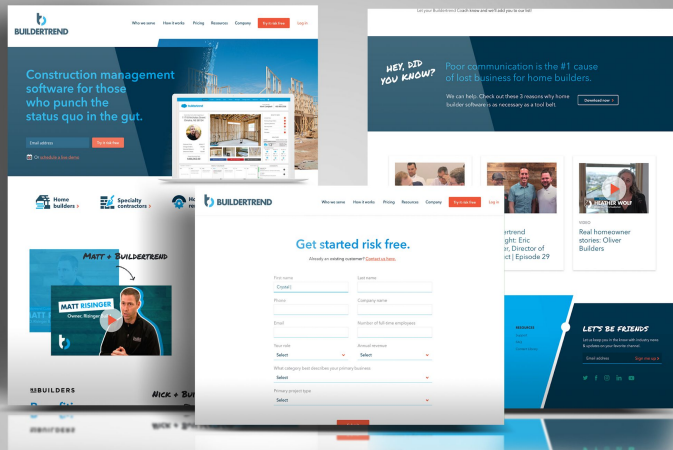
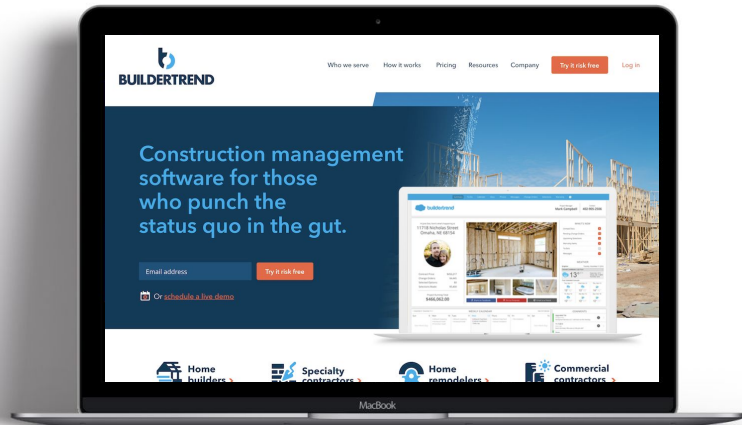
- Social proof from satisfied customer testimonials and case studies
- On-demand demo videos
- Schedule Demo Form



Bottom of Funnel:

- Free Trial offers
- Landing Pages, Forms, and Instant Chat





Outcome

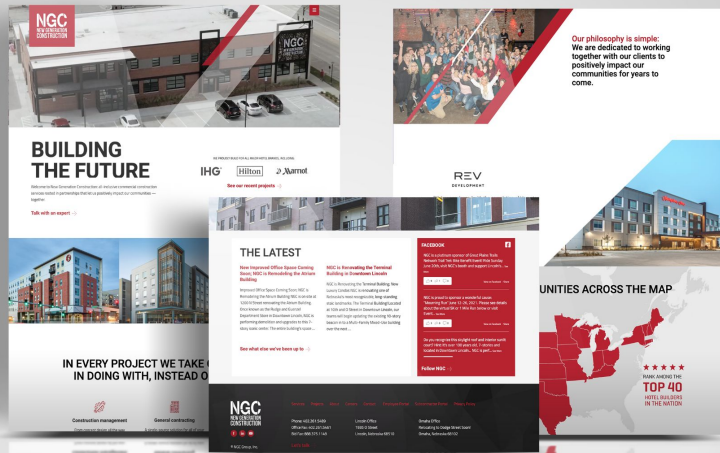
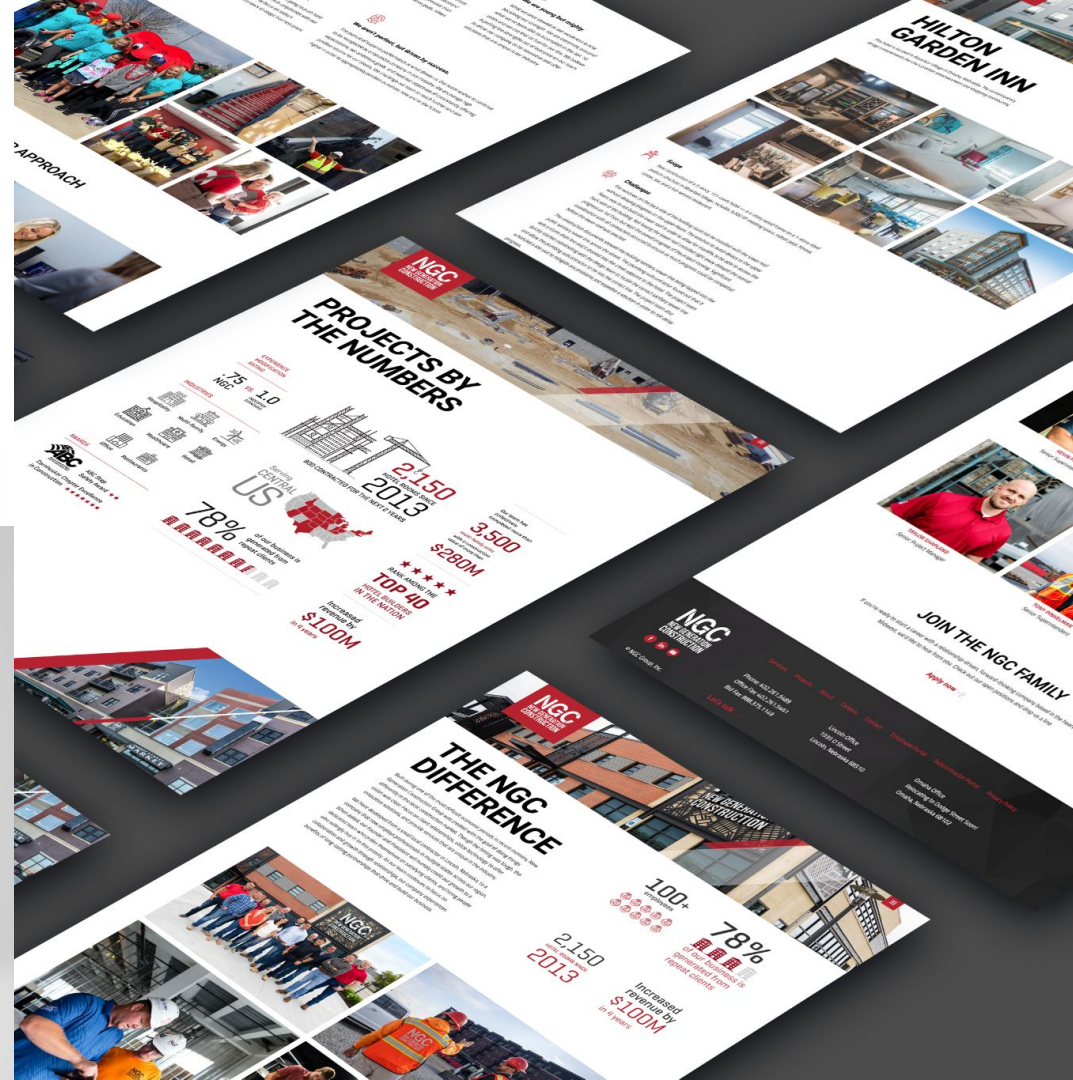
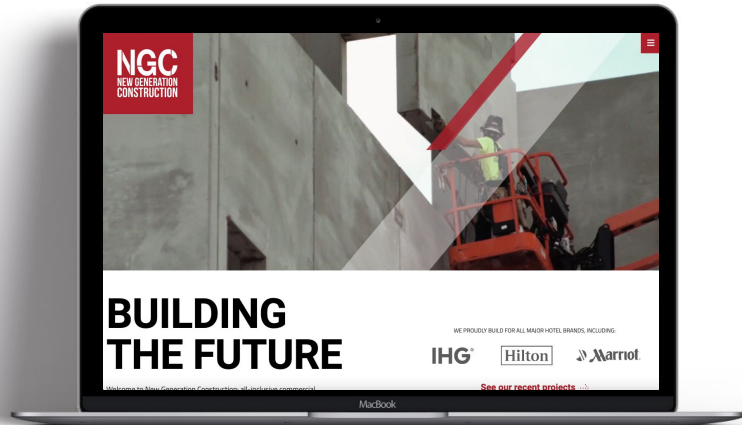
- A website that collects and nurtures leads
- A modern platform that plays nicely with their CRM.
- Insight into prospects who revisit the site
- Growth and investment from Bain Capital, one of the largest PE Funds in the U.S.

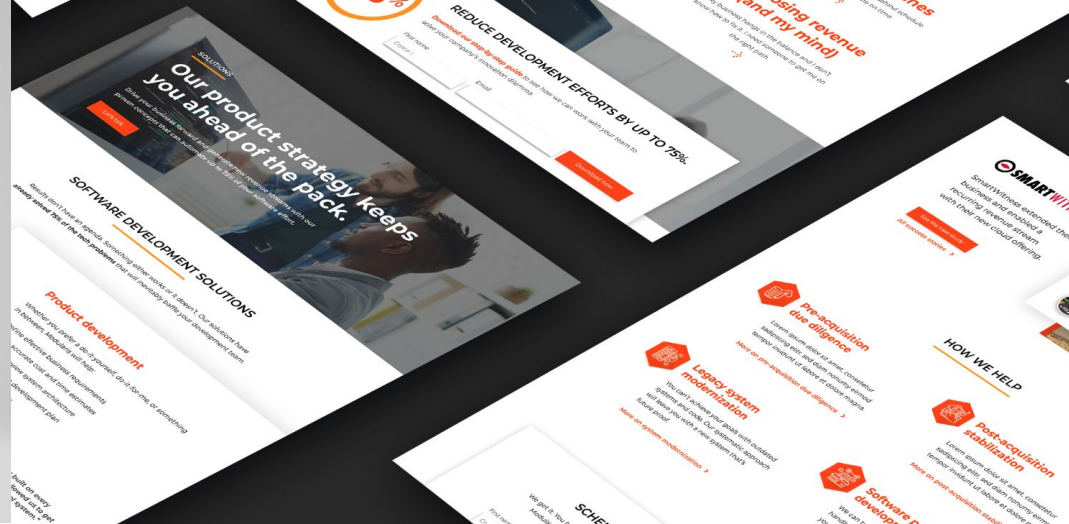
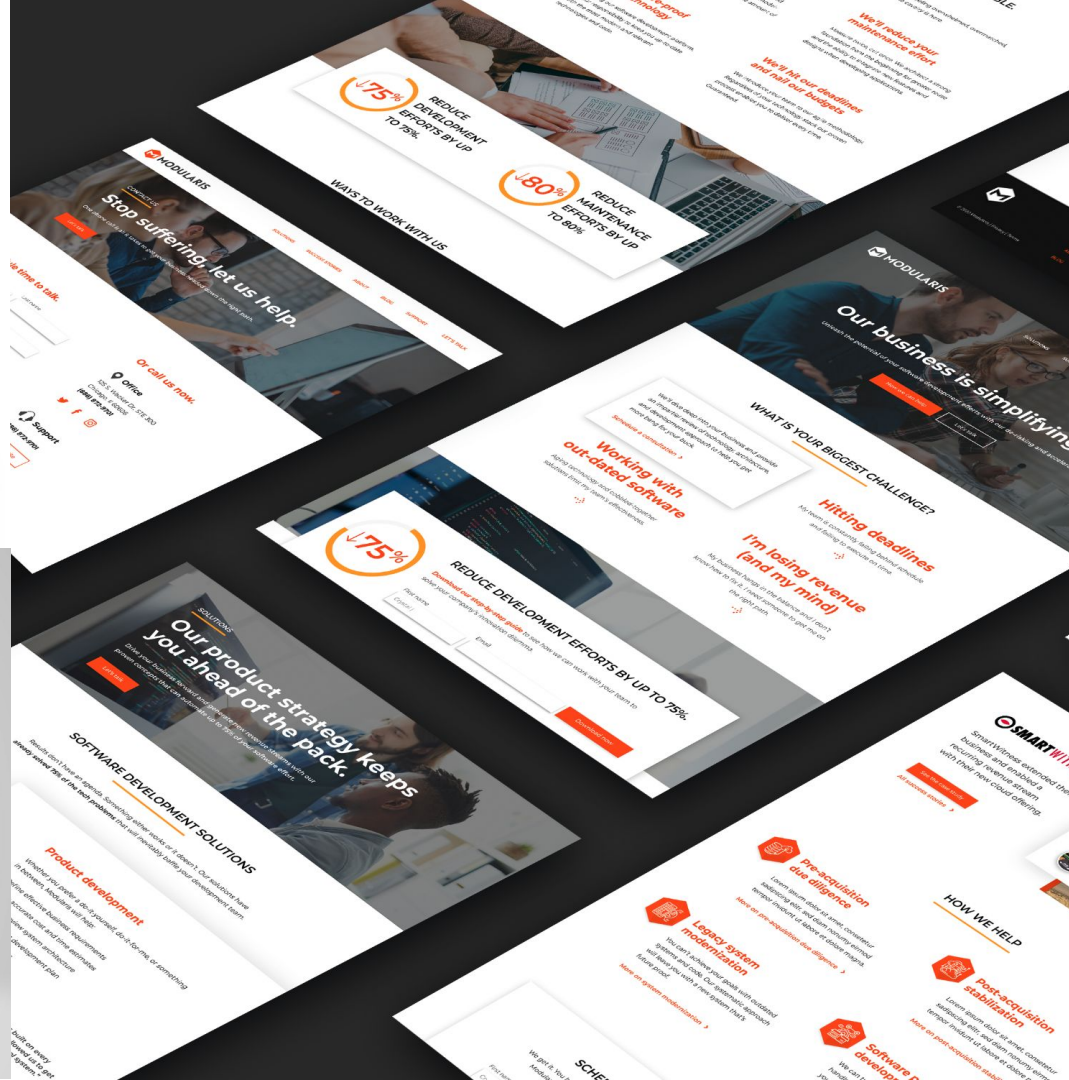
Finally, an agency who understands SaaS.

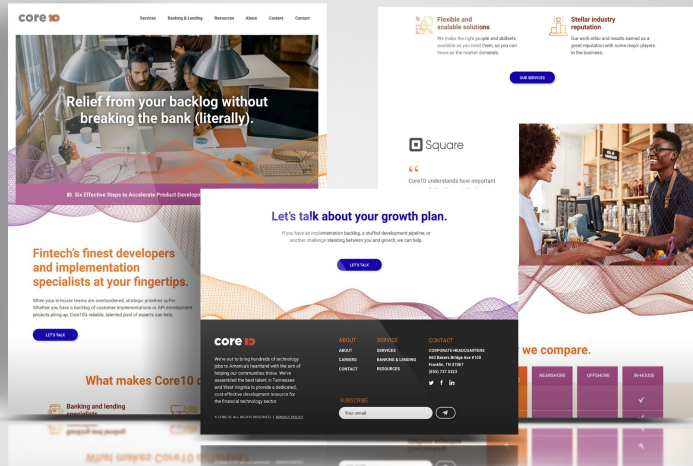
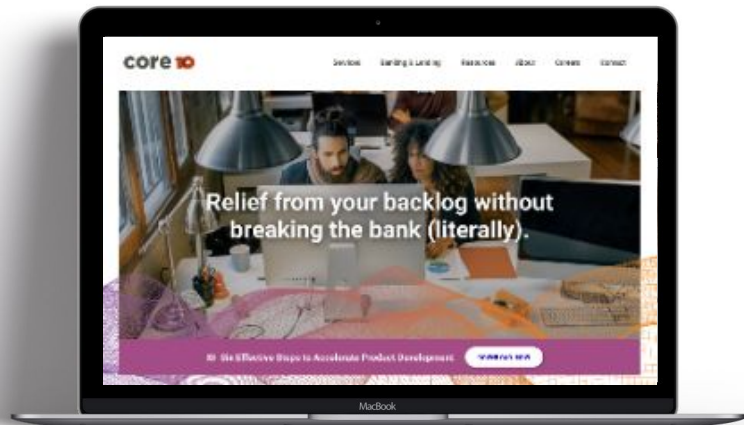
“The traditional agency model of brand first, sales second doesn’t meet the needs of our business. We chose Peer because it was very obvious they understand SaaS, and how ‘buyers’ today think.”

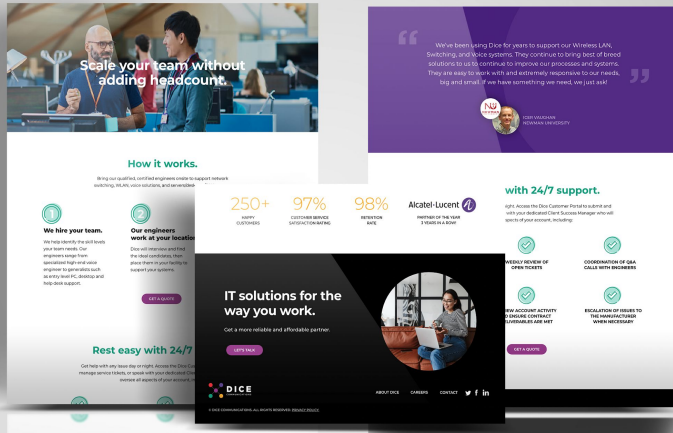
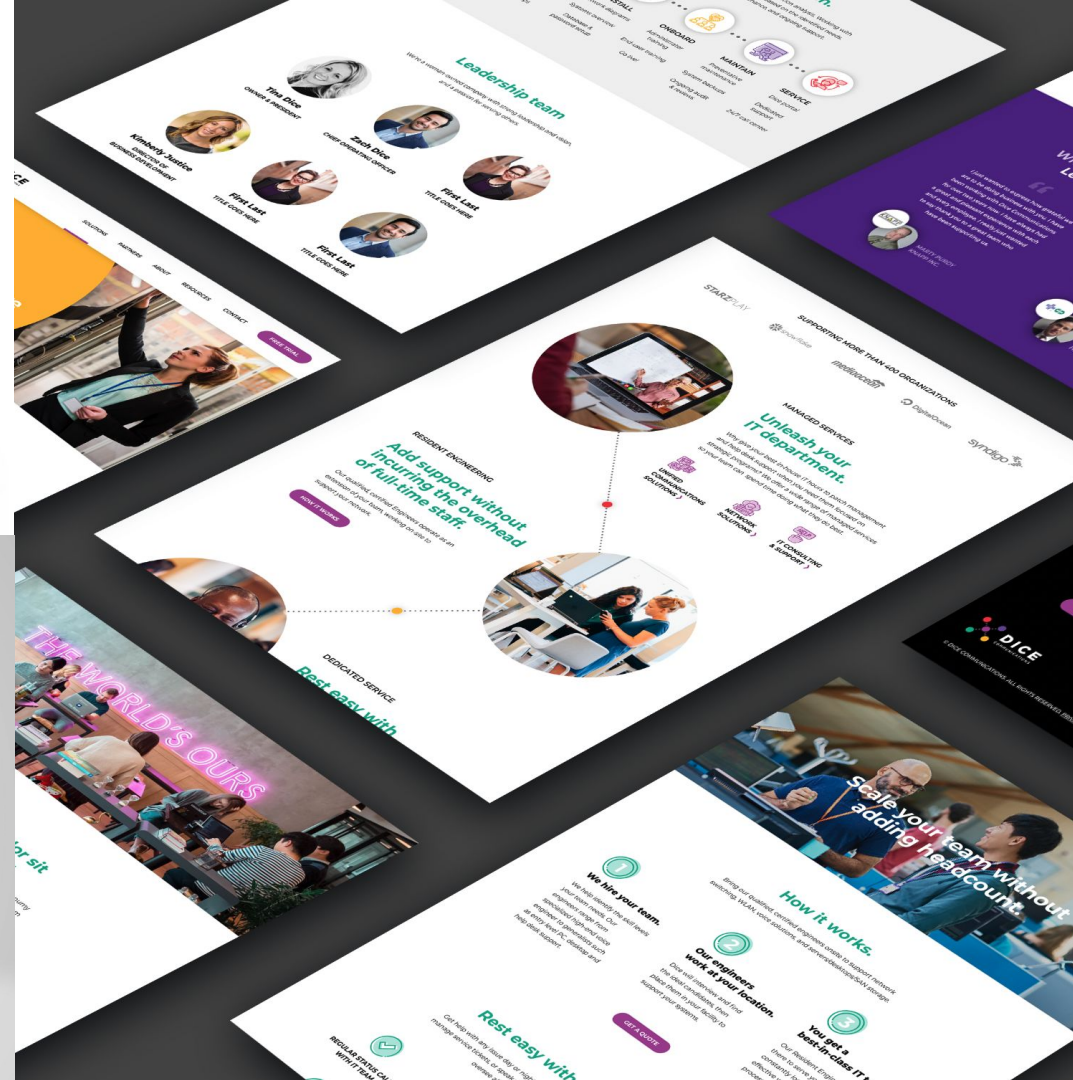
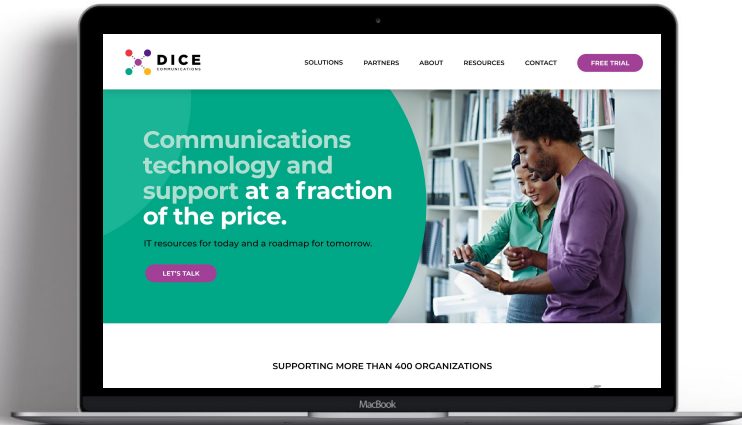


Steve Dugger,
Co-founder













Digital Lead Generation Campaigns



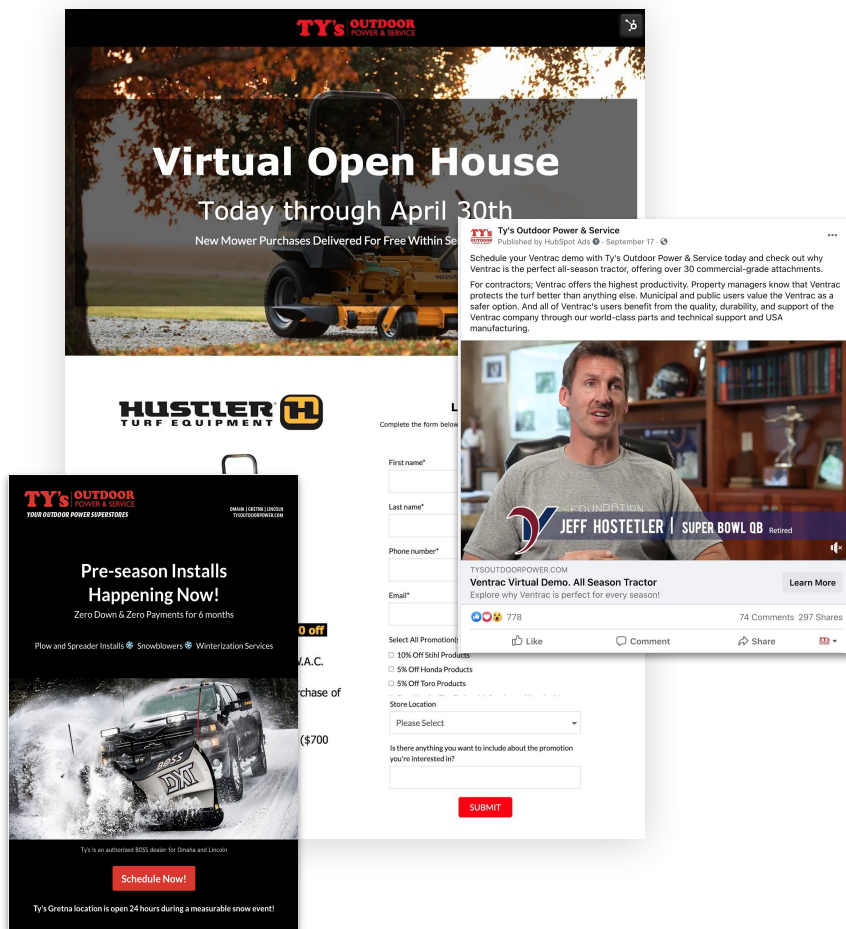
Problem

TV, radio, trade shows and print weren't generating enough leads to keep their sales people fed.

Solution

Create digital content and campaigns to generate a steady stream of incoming leads.

Case study



Introduce landing pages and forms

Added forms on Ty's existing site, and landing pages to collect leads.

Set up lead qualification and tracking

Implemented HubSpot and marketing tools to automatically collect and funnel leads to the sales team so they could qualify and open deals and see how much leads were costing them.

Maximize partner influence and co-op dollars

Worked with manufacturers to maximize their co-marketing programs and run digital ad campaigns through Facebook.



Case study

\$0 Down, 0 Payment for 6 months on BOSS snowplows, spreaders, and Snowrators!

Ty's is the most experienced dealership for BOSS installation and service in the Metro area.

We will register and manage your warranty.

We are open 24/7 during a measurable snow event.

We have 3 convenient locations in Omaha, Gretna, and Lincoln.

Click the button below to request a quote!



OFFERS.TYSOUTDOORPOWER.COM

Now Through Oct. 31

Buy any BOSS snowplow or spr...

LEARN MORE

TYSOUTDOORPOWER.COM
It's BOSS Season! Offer
Ends Oct. 31

LEARN MORE

Outdoor Power & Service

Best BOSS distributor and
in your area. We carry a large
S stock, including Boss

7 during a measurable snow

minute Larry this year. Click
the BOSS's special offer, which
31st!



When Weather Brings Chaos,
Ty's & BOSS Has You Covered

We are here to serve you 24/7 during all measurable snow events



you need to restore order. Now is
it winter-ready. Ty's is the largest BOSS
d servicing dealer in the Omaha area. We
serve you 24/7 during all measurable snow



Chris Gilliland discuss why he picked BOSS.

**Get Your Custom Qu
Today Or Schedule
Your Install**

First name*

Last name*

Email*

Phone number*

Preferred Location*

- ☐ Omaha (48th and Leavenworth)
- ☐ Gretna (Hwy 31 and Plattview Rd.)
- ☐ Lincoln (Cornhusker Hwy and 18th St.)

What Snow Equipment are you interested in?*

Please Select

SUBMIT

**TY's OUTDOOR
POWER & SERVICE**
YOUR OUTDOOR POWER SUPERSTORES

Hey there,

If you're like me
make a purcha

That's why I p
Ventrac's vers
or compact tr

Click here to

- Ventrac
- Ventrac
- Ventrac

BONUS Video

- Ventrac
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My calendar i
our conversat

Talk soon,

**TY's OUTDOOR
POWER & SERVICE**

P.S. We both k
ultimately rep

If you're hung
customers car

**TY's OUTDOOR
POWER & SERVICE**
YOUR OUTDOOR POWER SUPERSTORES

Hey there,

The BOSS Zero Down and Zero Payments for 6 months ends in 3 days and I want to be sure we submit your application before time runs out.

Anyone can sell you snow the rest...

- 3 convenient locat
- Lincoln
- Largest BOSS deal

Every new plow pur
you through best pri

Convenient 1-day in

We take care of the

17 expert service t
smoothly

24/7 service and su
only)

Our expansive web
tysoutdoorpower.co

If you're ready to schedu
schedule a call on my cal

Talk soon,

Brian Huddleston

Territory Sales Manager | Ty's Outdoor Power

m 402.305.8898

e brian@tyspower.com

w www.tysoutdoorpower.com

**TY's OUTDOOR
POWER & SERVICE**

**TY's OUTDOOR
POWER & SERVICE**
YOUR OUTDOOR POWER SUPERSTORES

OMAHA | GRETTA | LINCOLN
TYSOUTDOORPOWER.COM

Hey there,

The BOSS Zero Down and Zero Payments for 6 months ends in 3 days and I want to be sure we submit your application before time runs out.



If you're ready to schedule your install just hit reply on this email or you can schedule a call on my calendar here: <https://meetings.hubspot.com/brian835>.

Talk soon,

Brian Huddleston
Territory Sales Manager | Ty's Outdoor Power
m 402.305.8898
e brian@tyspower.com
w www.tysoutdoorpower.com

**TY's OUTDOOR
POWER & SERVICE**

f t i g



Outcome

- Positive ROI in 90 days.
- Added \$6,000,000 in additional revenue in 18 months.
- Currently report 30x profit multiplier on spend to revenue opportunities.
- Secured \$560,000 in additional COOP marketing reimbursement from manufacturers.

200% growth in
6 months

“Changed everything for us! We called Peer to help us refine our marketing strategy, but they ended up playing a key role with marketing, sales, ops and overall financial reporting. It’s like we added a hands-on board member.”



Ty Lisiecki,
CEO



Outsourced Sales and Marketing Strategy and Support



Problem

Lacked internal sales and marketing expertise and resources to meet investors' goals.

Solution

Operate as an extension of their team, providing them with vast experience to execute strategy and implementation.

Case study

SVP, Services



Anthony Rosell
SVP, Account Services

Age 46
Status Married 2 kids
Anthology The Hero
Education Bachelor's

Bio

Anthony is a senior executive responsible for delivering services for a SaaS company serving the financial services market. He's been with the company since the early days and is passionate about scaling the business in order to pursue enterprise clients. Anthony needed to hire up the services team by finding a partner that could take over.

Customer Success Director



Kristin Abbott
Customer Success Director

Age 36
Status Married, no kids
Anthology The Creator
Education Bachelor's

Preferred Channels

Device Laptop, Mobile
Social LinkedIn
Podcast Crime Junkie
Influencer
Websites Forbes

Brands G Jeep chevy qualtrics

Personality Traits

Likes: Quality
Dislikes: Ambiguity
Is motivated by: Proven solutions
Is stressed by: Excessive displays of emotion, indecision from others, talking on an unclear call

Communication Preferences

Do

- Be prepared to provide data and evidence
- Listen to her suggestions for improving efficiency
- Use a serious, businesslike tone
- Talk about costs early on
- Focus on efficiency and cost-effectiveness
- Show how she can save more money in the future
- Be fully transparent about your

Don't

- Try to have small talk
- Use an overly casual tone
- Be overly enthusiastic
- Be unreasonably optimistic
- Discuss around business topics
- Don't call out of the blue unless you know him well

Marketing Messaging

PROBLEMS	Team Bandwidth	Stalled Deals	Misaligned Talent
<p>Why?</p> <p>My team is already swamped with core product feature development and can't make time to build out the new system data sharing. We need to extend the revenue generating capability of the system we have without putting my team of their current projects.</p> <p>When the trigger that makes them look for a solution?</p> <p>We have lots of priorities fighting for their attention and I'm looking for ways to take the least difficult tasks of my team's plate.</p> <p>I can't afford to add more FTEs to our team but we still have to get the work done.</p> <p>Since we have an entire team dedicated to API development, we can add as many people to our team as needed and they can stay for however long you need them. Because our Hirestone team is US based, we are solely dedicated to API development, we can offer affordable rates.</p>	<p>My team is already swamped with core product feature development and can't make time to build out the new system data sharing. We need to extend the revenue generating capability of the system we have without putting my team of their current projects.</p> <p>When the trigger that makes them look for a solution?</p> <p>We have lots of priorities fighting for their attention and I'm looking for ways to take the least difficult tasks of my team's plate.</p> <p>I can't afford to add more FTEs to our team but we still have to get the work done.</p> <p>Since we have an entire team dedicated to API development, we can add as many people to our team as needed and they can stay for however long you need them. Because our Hirestone team is US based, we are solely dedicated to API development, we can offer affordable rates.</p>	<p>Ensuring that our prospects' system can "talk" to their system is paramount in closing a deal. But, there is a backlog of projects ahead of this one waiting to finish before I can close this deal.</p> <p>Our prospect won't buy our system until they know I will connect it to their existing system and share information.</p> <p>My team is trained and excited to handle API development tasks. We specialize in Hiretech API development and want to take this burden off of our client's plate.</p>	



core10

LIVE the life you deserve

5 Keys for a Successful API Strategy

Unlocking Digital Transformation

Map your target audience's journey.

With your API strategy on track, you must align your organization's core competencies and capabilities. One of the most effective ways to align with marketing and customer data is by mapping their journey.

As we mentioned before, a great API strategy has both internal and external qualities. This means you must deeply look your internal and external target audience and the journey with each group.

Some key questions to ask in the journey-mapping process are:

CUSTOMERS	COLLABORATORS
<ul style="list-style-type: none"> What roles or functions do you typically interact with and how? What functions do you wish you could delegate but can't? What roles or functions do you wish you could delegate but can't? 	<ul style="list-style-type: none"> When do you see the most friction today with customers using digital technology? When do you have experiences that could be smoothed out with digital solutions? When do you wish you could improve for better customer experience than your competitors?

TOP AWARENESS

How can I trust this project? Who will manage this project? Should I let my in-house team do this or is it faster, cheaper and more efficient to outsource it?

MIDDLE / CONSIDERATION

How will this project fit into my established roadmap? How do I know that Core10 can get the job done?

BOTTOM / DECISION

Can I afford this? Who will manage these efforts on my side?

Develop targeting strategy

Built personas and messaging strategy to connect to their buyers, competitive analysis and content strategy.

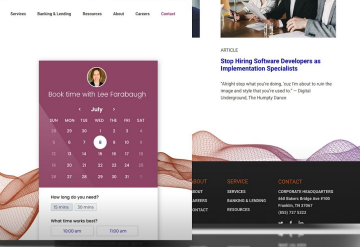
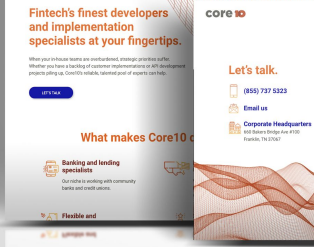
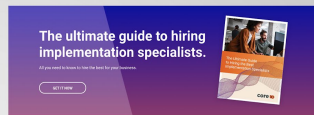
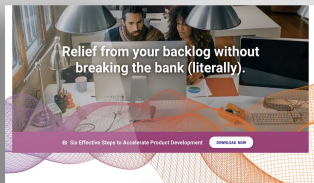
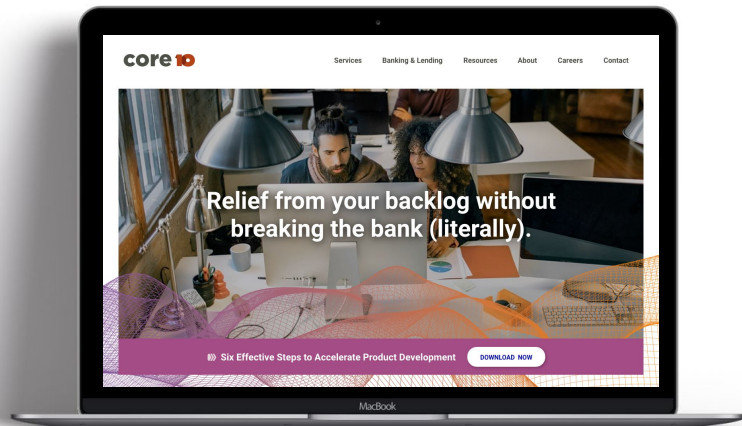
Build an audience and generate targeted leads

Develop and optimize top of funnel campaigns complete with offers to entice their target audience to opt into their marketing funnel.

Develop sales and marketing offers and assets

Built brand authority and thought leadership with prospective buyers already in the sales funnel with scripts, nurture emails and educational content, video, investor decks and slicks, sales decks, lead gen website, case studies, newsletters, and event collateral.





Outcome

- Immediately offloaded the burden of sales and marketing operations.
- Launched a new website that generates qualified leads and communicates their strong differentiation in the market.
- Added new revenue to their annual target.

Sales & Marketing on the same page? Really!

“Peer helped us speak in our customers’ language about what’s most important to them, and then carried that brand voice across all parts of our sales and marketing efforts. We’re successfully using strategies to find and convert leads that we didn’t even know were possible! Peer has been instrumental in our business growth.”

Lee Farabaugh,

Founder, President



Ready to get started?

Your prospects are looking for you
right now. We can help bring them in.

contact@peersalesagency.com