



## CASE STUDY

**SuccessKit solidifies its product offering and grows its client base thanks to Gravity Rail Media's marketing campaigns and strategic guidance.**

### Situation

SuccessKit has been creating custom B2B case studies for clients since 2018. However, the company's relationship with Gravity Rail Media began when SuccessKit was only an idea for its founder and CEO, Julian Lumpkin.

"We were in an interesting situation because I had an initial idea, and even before we established a great product, we found that with the perfect marketing, we could get some interest," said Julian.

In terms of using clever marketing to help transition this fledgling business from dream to reality, SuccessKit put its trust in Gravity Rail Media.



**CLIFF HAS BEEN MORE THAN JUST A SUCCESSFUL MARKETING MANAGER AND CONSULTANT FOR SUCCESSKIT. HE'S "A STRATEGIC ADVISOR AT THE VERY HIGHEST LEVEL."**

### Solution

While Julian focused on SuccessKit's product offerings, Cliff Jackson, the founder of Gravity Rail Media, led a swift, skillful campaign on several different marketing channels, including LinkedIn. This allowed SuccessKit to move away from outbound sales and cold calling and toward an inbound approach, which led to high quality leads that turned into real clients.

"Cliff helped us set up an outstanding inbound LinkedIn lead campaign that has driven our business for years," said Julian. "He also got all of the basic analytics set up early on, so we understood who was coming to our website and could optimize our content and website as we developed our product and strategy." (continued)



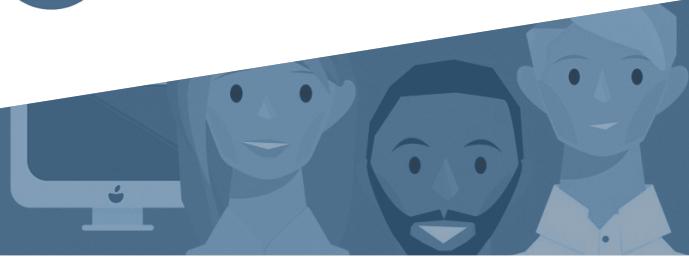
“

*Our company is in a strong position, and one of our best assets is our marketing channels.*

**None of that would have come together without Cliff and Gravity Rail Media.**

**Julian Lumpkin**

Founder and CEO, SuccessKit



## CASE STUDY

### Solution (continued)

In addition to working on the marketing for SuccessKit, Julian also attributes Gravity Rail Media with assisting in the development of the product offering, which has helped SuccessKit grow and mature more rapidly.

"We were struggling to create a large volume of case studies for each client," said Julian. "Cliff helped us remember that quality was far more important than quantity, that clients needed one perfect case study rather than many case studies that were just okay. This is an example of how Cliff was in front of things. He's that marketer that's in tune with what your real product is and makes the connection between that and the marketing strategy—letting them inform each other."



**"[CLIFF] HAS THE ABILITY TO ACTUALLY GET INTO THE WEEDS AND EXECUTE ON MARKETING INITIATIVES, AND HE CAN GET THINGS FROM ZERO TO ONE FASTER THAN ANYONE I HAVE WORKED WITH."**

Cliff has been more than just a successful marketing manager and consultant for SuccessKit. According to Julian, he's "a strategic advisor at the very highest level."

"Cliff's real value is that he can execute marketing campaigns, but also speak to the business side and the strategic decisions at the same time," said Julian. "That's what makes Cliff so valuable, and that's why this has worked so well for us."

### GRAVITY RAIL MEDIA DELIVERED



# 8X

RETURN ON AD SPEND

"During the year where LinkedIn was our primary lead source, we had eight times return on ad spend," said Julian.



## RESULTS



### Growth through inbound leads

More than 50% of SuccessKit's new clients came in through a LinkedIn campaign set up by Gravity Rail Media. At the peak of the campaign, the company averaged four new clients per month from this channel. "We would not have survived if we did not have that campaign working the way that it did under Cliff's direction," said Julian.



### Implemented best practices early on

"From the very beginning, he set me up with a basic structure that followed best practices, and we're still building on it and seeing results from that today."



### Provided sound, strategic guidance concerning business development

"Cliff strategically guides me on how to build our actual offering better and more in line with what's needed in the market," said Julian.