

A man and a woman are looking at a tablet together. The man is wearing glasses and a striped blazer, and the woman is wearing a beige blazer. They are both smiling and looking at the tablet. The background is a blurred outdoor setting with a brick wall.

# S

## SELLA

# Portt Sees 70% Brand Penetration With Sella

Since working with Sella, Portt has been able to build authority and a community within their key target sectors. This has enabled them to achieve brand awareness in 70% of their target audience, reducing their the lead costs by over 65%.

[sella.io](https://sella.io) | [info@sella.io](mailto:info@sella.io)

## Key ROI / Stats

# 65% reduction in cost

per qualified lead.

# 70% brand awareness

in target audience and penetration in the market.

### About



Portt, which recently became part of the Advanced group, is a leader in the supplier, contract, and procurement lifecycle management software sector.

### Industry

# SAAS

**Company Size: Mid-Market**  
(25-200 employees)

Location: Australia

### Products / Services



- Procurement
- Contract Lifecycle Management
- Supply Chain Risk Management
- Compliance Reporting

# 1. Problem:

## Reduce the cost per lead

When we first started working with Portt, the first goal was to increase the leadflow and bring down the average cost per lead. Leads were traditionally generated from in person events and inbound web traffic.

The first question we aimed to tackle was how do we open up a new channel for the generation of leads. We quickly realised that through the use of the platform, LinkedIn, it would do more than bring down lead cost, it could also give us a new avenue to build engagement with the community of potential customers.

This was a few years ago, when LinkedIn was only emerging as a marketing channel. Traditional channels such as email and conferences were a given, and sometimes competitive in winning a share of voice.

This meant that opening up a new channel through a new platform like LinkedIn would instantly bring the lead costs down, and also give an opportunity to help the client deliver leadership around some key industry topics.



## 2. Problem Solving:

# Building a community in the Government and private sectors against bigger rivals

The second challenge was to build content that engages with the audience, whilst competing against much bigger organisations. These were larger overseas competitors, with more marketing budget and teams. So we sat down with the client and asked ourselves the question, *how are we going to win?*

Portt successfully worked in the public and private sectors. However, we realised that to build traction, we had to focus our efforts in building an Account Based Marketing (ABM) strategy. By educating a wide community of professionals, we delivered value through content. And by understanding them and their challenges, we were able to provide valuable insights. ABM also gave us the ability to tailor content to suit their specific audience, altering their challenges and terminology to suit the target market.

We also wanted to build trust within the audience and demonstrate that Portt was an Australian-based company with a fantastic founder's story. One of the first things we worked on were high quality videos. These videos told the journey of a brand with their roots in the public sector. We also shared relevant insights about common challenges they faced and ways to overcome them.





### **3. Sella Solution:** Creating new demand in a developed sector, with social.

At the time, the market had a basic understanding of contract management systems and technology. The solution we presented had a much deeper ability to add value and reduce risk. The challenge was that much of the market didn't even realise they had a problem with their current systems.

It was clear in the beginning, we had to educate on the problem first and give the audience content that was relevant to them. We produced some of the first content to tackle these concepts such as a cheat sheets to contract management systems, when many of the audience didn't realise there was a standalone technology solution for managing contracts.

When we did that, it really opened doors for Portt because it was something new. We were able to create awareness and engagement in topics which hadn't been a major focus until then.

## 4. ROI: 70%

# Market Penetration

The results really spoke for themselves. In a few years, we had contributed to 70% brand awareness in Portt's chosen sectors and generated over 1000 marketing qualified leads.

We had great qualitative feedback from the client, in terms of their thought leadership content and subsequent conversations they were able to have in meetings and offline events.

“

In the last 12 months we've generated hundreds of leads thanks to Sella. Their approach works. We have awareness close to 70% of all the target accounts and sales prospects we connect with thanks to the team. The team is dynamic, innovative, detail oriented and easy to work with

”

**Yusuf Sulaiman**  
Solutions Sales at Portt.com



[Book a Strategy Call](#)

SELLA