

Case Study



Industry

Stage

Goal

Technology

Start-Up

Growth

Breezeway's operations platform takes the headaches out of property management. The mobile solution helps property managers ensure every clean, inspection and maintenance job is done right.

What We Did

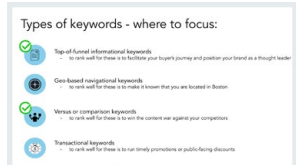
- ◆ Content Development
- ◆ Lead Scoring Model
- ◆ SEO Tactical Roadmap

Details

Breezeway needed an organized approach to their digital go-to-market strategy. With a lean team, they were very interested in automating the way they gathered insights into their audience's behavior in relation to their website, emails, landing pages, blog, social media, etc.

We acted fast to conduct a thorough audit of their Hubspot platform to uncover areas of opportunity for expansion. From there, we rebuilt a **lead scoring model to provide the critical visibility into their customer lifecycle** they were looking for.

In collaboration with the Breezeway team, we architected a **clear roadmap to elevate their digital presence through thoughtful SEO practices**. And, helped craft a brand story for clarity around their primary suite of services.



Ben Finn,
Director of Marketing

“I would highly recommend Möve Marketing for any business that wants to optimize their marketing programs. Kaitlyn is a marketing automation whiz, and understands how to push prospects down the sales funnel. Her team helped us revamp our lead scoring model within HubSpot, which led to increased marketing qualified leads, and more visibility for our sales team to detect and prospect warm leads.”