



# CASE STUDY

DRIVING ERP PIPELINE GROWTH FOR **TECHFINO**:  
A SMITHDIGITAL SUCCESS STORY



## THE CHALLENGE

Techfino needed a way to consistently generate high-quality ERP leads and sales opportunities. Their internal marketing efforts lacked predictability, and they were missing a reliable partner who could help scale their lead generation without sacrificing quality. The goal was to accelerate pipeline creation and close more mid-market ERP deals.

- 01 Low Digital Visibility
- 02 Inconsistent Lead Generation
- 03 Lack of Scalable Marketing System

## THE SOLUTION

SmithDigital implemented a multi-channel lead generation strategy tailored to Techfino’s ERP sales cycle. This included SEO-driven content optimization, conversion-focused landing pages, and targeted outbound outreach supported by Business Development Reps (BDRs). SmithDigital also integrated buyer intent platforms like ZoomInfo, Bombora, and 6sense to engage prospects showing active interest in ERP solutions. Through a combination of inbound automation, outbound prospecting, and CRM integration via HubSpot, Techfino received a steady flow of sales-ready leads.

"Eric and the team at SmithDigital are the best at what they do, especially in the ERP space. I've closed 7 figures in deals as a direct result of the leads SmithDigital has sent to our team."

- Joseph K. | Techfino

## THE RESULTS



**Increased Organic Visibility**  
Significant growth in keyword rankings and organic traffic.



**Consistent Lead Generation**  
A steady flow of qualified inbound leads and improved conversion rates.



**Improved Marketing Efficiency**  
HubSpot automation streamlined processes and improved lead nurturing.



**Stronger Pipeline Growth**  
High-quality leads and better alignment between marketing and sales.

## KEY TAKEAWAYS

- A strong SEO and content strategy builds visibility and brand authority.
- Marketing automation saves time, improves efficiency, and nurtures leads at scale.
- Inbound marketing attracts the right audience and creates a predictable pipeline.
- Data-driven optimization drives better results and supports long-term growth.