



CASE STUDY: MARKETING AND PRESALES

Giving Customers What They Want When They Want It

1,244

Leads
Converted from
Demos

17,000

Marketing
Demo Views

280

Hours Marketing
Demo View Time



Marketing Users

Product Marketing, Demand Generation

Marketing Use Cases

Website, Inbound, Outbound, Social Media, Ads

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The Company



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Frontline Education is a leading provider of school administration software, connecting solutions for student and special programs, business operations and human capital management with powerful data and analytics to empower educators. Frontline partners with school systems to deliver tools, data and insights that support greater efficiency and productivity, enabling school leaders to spend more time and resources executing strategies that drive educator effectiveness, student success and district excellence. More than 10,000 clients representing millions of educators, administrators and support personnel have partnered with Frontline Education in their efforts to develop the next generation of learners.



Executive Source

Taylor Plumblee, Sr. Manager of Solution Marketing, was our source for Frontline Education for this customer story. She was a key stakeholder in the evaluation and implementation of Consensus being used by the marketing team and is a primary driver behind the successes at Frontline Education.

The Results at a Glance: 12 Months

1,244

Leads Converted from Demos

17,000

Marketing Demo Views

280

Hours Marketing Demo View Time

The Challenge

Innovating Marketing Strategy at a Mature Organization

They wanted a creative way to bring innovation to the marketing organization that would better connect with prospects and drive qualified engagement.



"We needed to try something new to get our message to the market. We wanted to place the product and the value it delivers at the forefront of the buyer's journey and break through the noise in an innovative way."

The Solution

Product-led Growth with Consensus

Taylor's team noticed their presales and sales teams were using demo automation to bring product education and authentic experiences to buyers at scale. They implemented Consensus to transform the way their marketing team delivered product experiences in their marketing emails, in their outbound ad campaigns, in their collateral, and on their website. They created high-value marketing demos to invite prospects to see their product in action and offered a better experience.



"When we saw what our presales and sales teams were doing we felt this could be a perfect opportunity to use our product in a way that would engage prospects better than traditional marketing activities had been doing."

The Results

Lower Barriers to Product Education

Using Consensus demos transformed the way Frontline Education viewed the buying experience for a number of key solutions and how they generate leads. By making their “see it in action” product demo the primary CTA for their School Health Management solution on their website and using a lead gate instead of having users request a demo, gave prospects instant access to the information they wanted when they wanted it. It also built trust faster, and Taylor noticed that prospects were more willing to fill out a lead form knowing they were getting a demo on demand. This lower commitment CTA has led to more than 1,200 new leads and 280 hours of marketing demo view time automated through Consensus.



“Consensus became part of our marketing DNA. When you give your prospects a lower commitment path that gives them the content they want when they want it they are much more willing to engage in meaningful conversations and learn more.”

Product-led Growth at Scale

Frontline Education’s marketing demos have been viewed more than 17,000 times. This product-led mentality enhanced inbound lead generation, outbound campaigns, digital ads, and social media marketing by showcasing the value and benefits of the product earlier in the journey. Leads generated by Consensus demos now form an essential channel of Frontline Education’s demand generation strategy for nurturing and qualifying leads to pass to sales reps.



“The usability of Consensus across multiple channels has been a game changer. We love that we can easily create the demo links we need and direct our team where to put them, knowing that we are also creating an environment where buyers feel they get the best experience with our brand.”

Key Takeaways

Demo automation is an essential part of any PLG strategy.

Making it easier to **see the product in action** leads to a better experience for the prospect.

Replacing your “Request a Demo” CTA with a **“See it in Action”** CTA gives your prospects what they want when they want it.



Sales engineers, solution architects, and sales leadership rely on Consensus demo automation to reduce wasted demos from 50% to 5% and cut average demo wait time from 14 days to on-demand. This leads to shortening sales cycles by as much as 68%. Consensus customers including Autodesk, Atlassian, Dell, Oracle, Salesforce, and SAP rank Consensus #1 in G2 ratings for Presales Software.

Learn more about demo automation, buyer enablement, and best practices for scaling Presales at goconsensus.com