

FROM CONCEPT TO LEADER

*How Strategic Positioning and Marketing Supported
Motivo's Growth to \$5 Million in Second-Year Revenue*

CASE STUDY



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DELIVERABLES

- Brand strategy
- Positioning
- Go-to-market strategy
- Prospecting
- Lead generation
- Messaging
- Email marketing
- Digital advertising
- Website design & development
- Content creation
- Account-Based Marketing (ABM)

OVERVIEW

Buried pipe problems pose significant risks to refinery and chemical plant operations, affecting processes, oily water sewers, and pressure piping. Motivo, an upstart company, aimed to position itself as a trusted and innovative provider of trenchless solutions for flow and mechanical integrity-related issues in the oil, gas, and chemical industries.

THE CHALLENGE(S)

Challenge One - Status Quo in the Marketplace

Change is hard. Many plants and oil companies are comfortable in sticking with traditional approaches and fixes to their pipeline infrastructure. Influencing them to try a new approach will require continuous education and showing the results of the solutions that were provided to past clients.

Challenge Two - New Competitors Entering the Marketplace

New innovative competitors may emerge in the future. They may see the opportunities to provide trenchless pipeline solutions and push the boundaries into Motivo's industries.

Challenge Three - Continued Market Awareness of the Motivo Solution

While Motivo is a smaller company, it has the competitive edge to be more adaptive in the marketplace. The challenge will be how fast Motivo can increase its marketplace visibility and how well they can connect and engage with their prospects and customers, while consistently demonstrating how it truly delivers through its phased approach.



SOLUTION

Going through the **MIGHTY BLUEPRINT™** process to establish a branding and marketing foundation.

Branding

Establish Motivo as an industry leader through a strong brand identity that highlights innovation, expertise, and problem-solving capabilities. Create a visually appealing logo and cohesive visual elements across all marketing materials. And brand their comprehensive approach, Phase Zero, to solving buried pipeline issues. Their approach allows Motivo to gain a deep understanding of the challenges faced by their clients. By leveraging their expertise and knowledge of sewer system failure causes, they bring in new and alternative solutions to address specific issues.

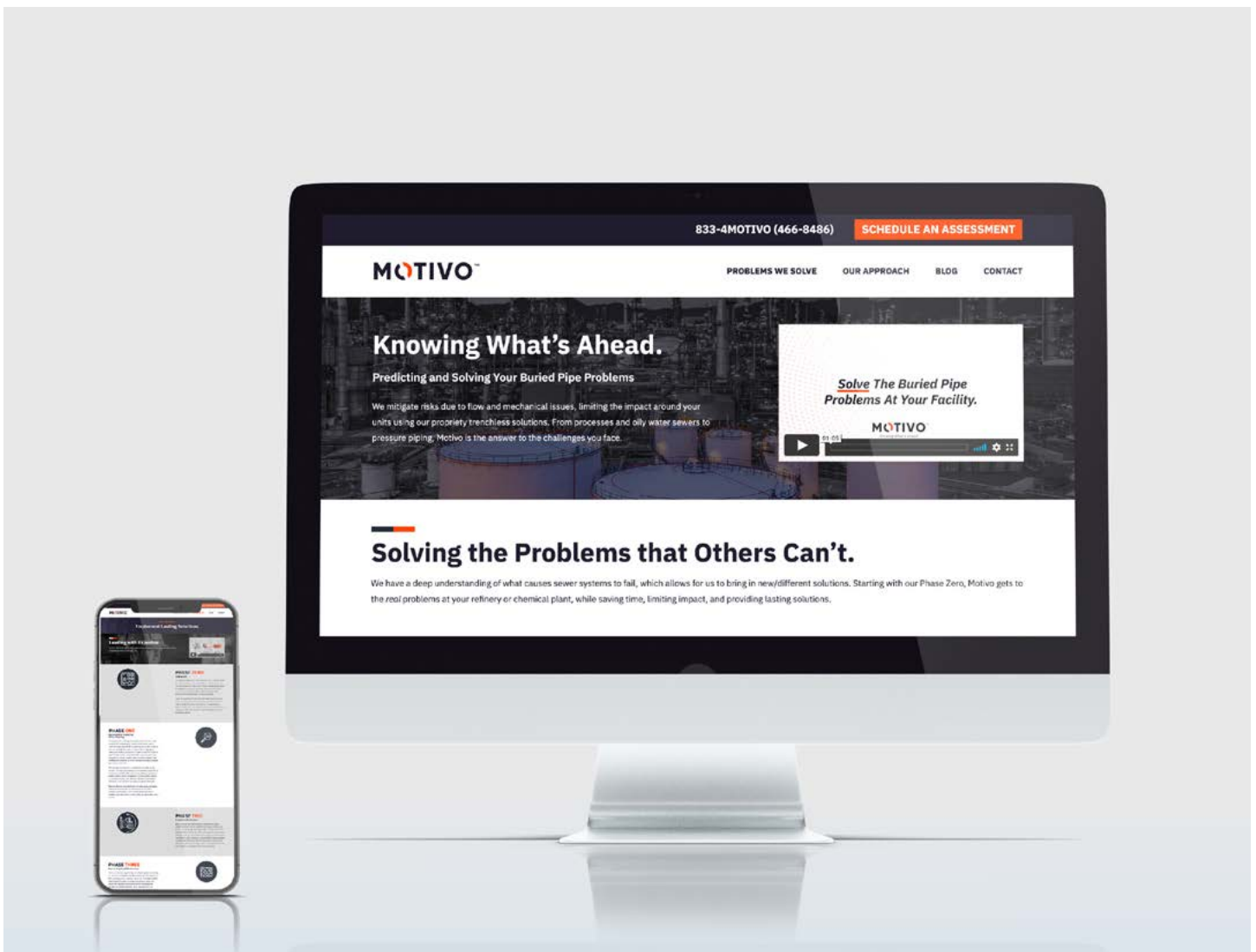


81% of consumers need to trust a brand to consider buying from it. And 10-20% of marketing budgets are spent on branding and rebranding by most companies.

Source: wisernotify.com

Website Optimization

Enhance the Motivo website to provide a user-friendly experience, emphasizing the company's unique solutions, case studies, and testimonials from satisfied clients. Incorporate strong calls-to-action to encourage potential leads to schedule a Phase Zero or inquire for more information.



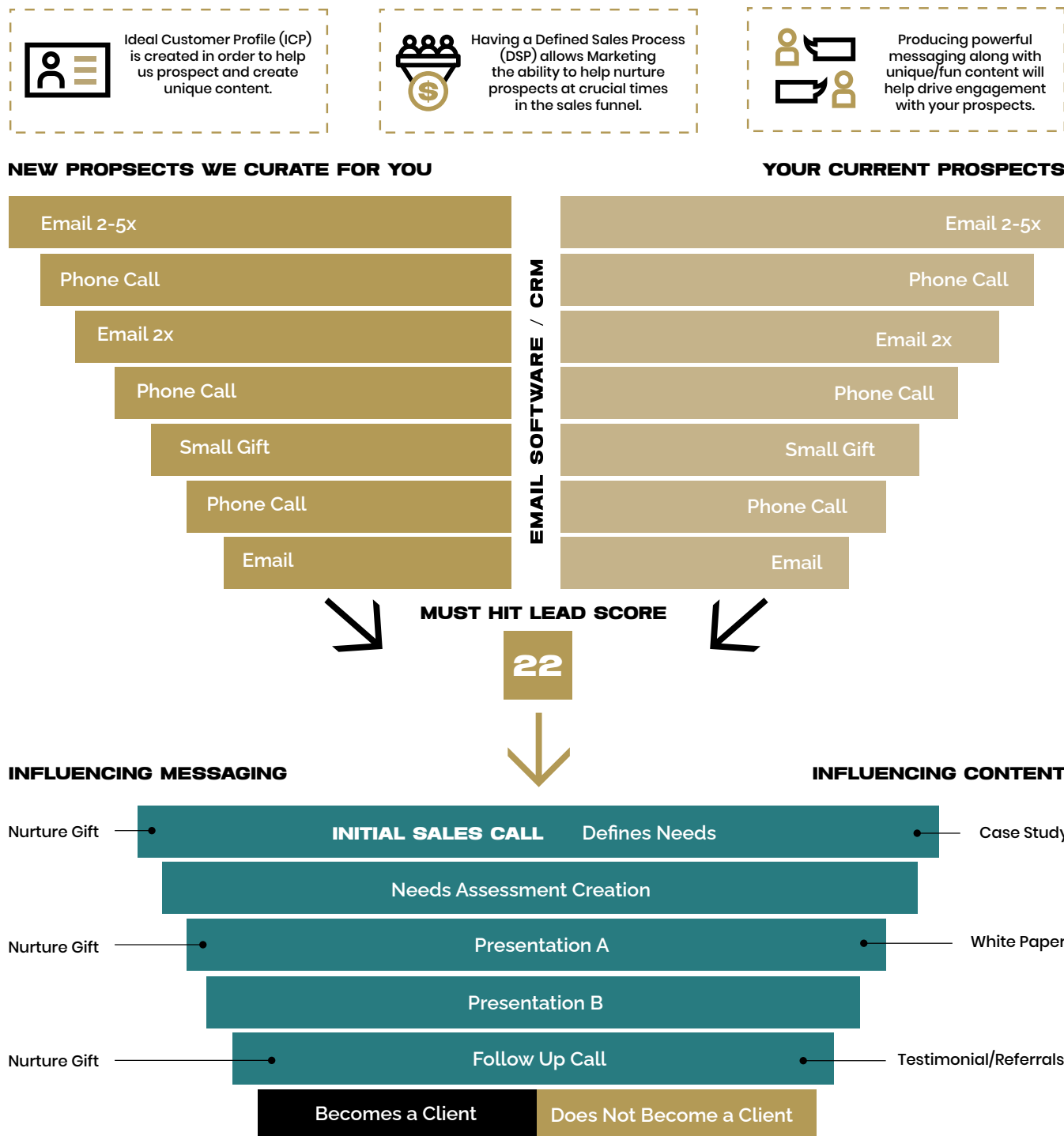
Content Marketing

Develop informative and engaging content, such as blog posts, articles, and whitepapers, that educate the target audience about the benefits of trenchless solutions and highlight Motivo's expertise in solving flow and mechanical integrity-related problems.



Account-Based Marketing (ABM) Campaign

Forge strategic partnerships with reputable organizations in the oil, gas, and chemical industries to expand Motivo's reach and credibility.



THE RESULTS

**AFTER ONLY A FEW YEARS MOTIVO
HAS SEEN TREMENDOUS GROWTH.**

**\$5 MILLION
IN REVENUE SECOND
YEAR IN BUSINESS WITH
35% REPORTED
NET PROFIT
MARGIN**

During this period, Motivo grew to \$5 million in second-year revenue with a reported 35% net profit margin. Mighty Marketing supported that growth by helping Motivo clarify its positioning, build visibility, and establish Phase Zero as a differentiated approach to buried-pipe challenges. The resulting brand, website, content, and account-based marketing foundation gave the company a clearer way to communicate its value and build credibility with refineries, chemical plants, and other industrial clients.

BOTTOM LINE

By turning Phase Zero into a clearly defined and marketable approach, Motivo gained stronger differentiation and a more credible way to explain its value to industrial buyers. The work created a foundation that supported the company's growth without reducing its success to marketing alone.

Boost your business with our expert marketing in the infrastructure sector.

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