



From Referral-Driven to Revenue Engine

How OMS built a complete marketing function that generated 68 qualified leads and 15 new customers in the first six months after launch.

CLIENT

An established MSP and leading Desktop-as-a-Service (DaaS) provider serving SMBs across healthcare, dental, legal, financial services, and manufacturing.

Challenge

The client had built a successful business through technical expertise, loyal customers, and strong industry relationships. As the company entered its next stage of growth, leadership wanted to complement its referral-driven success with a scalable, measurable marketing engine.

The opportunity: build the strategy, infrastructure, lead generation, and sales visibility needed to create a repeatable path from marketing to revenue.

Solution

OMS became the client's outsourced marketing department, owning the strategy, infrastructure, execution, and measurement needed to build a scalable growth engine.

OMS ESTABLISHED THE FOUNDATION

- Messaging and positioning
- Brand standards
- Website and digital presence
- HubSpot CRM and marketing infrastructure

THEN BUILT THE GROWTH ENGINE

- Lead generation and targeted outbound
- Vertical content and SEO/AEO/GEO/AIO
- Email and nurture campaigns
- Sales and channel enablement
- Social media and newsletters
- WebVisitID visitor identification
- KPI, pipeline, and revenue tracking

In short: OMS transformed marketing from a collection of activities into a measurable growth function, generating 68 qualified leads and 15 new customers in the first six months after launch.

The OMS Approach

Strategy & Positioning

Messaging, brand, vertical strategy, and content strategy

Demand Generation

SEO/AEO/GEO/AIO, targeted outbound, email campaigns, and nurture

Ongoing Marketing Execution

Content, social media, newsletters, and campaigns

Marketing Infrastructure

Website, HubSpot, WebVisitID, analytics, and reporting

Sales & Channel Enablement

Collateral, product sheets, presentations, and partner marketing

Measurement & Optimization

Lead tracking, pipeline attribution, KPI reviews, and the OMS Analytics Dashboard

Results

68

QUALIFIED LEADS

15

NEW CUSTOMERS

6

MONTHS AFTER LAUNCH

OMS built the foundation, launched the marketing engine, and created a repeatable approach to generating and measuring demand. With clear positioning, integrated systems, consistent lead

generation, and pipeline visibility, the client complemented its strong referral business with a scalable marketing function built to support continued growth.

The result: marketing became a measurable revenue function, not simply a collection of activities.



“The OMS methodology and process is proven. Consistency, clear messaging, and a targeted strategy turned the right audience into real opportunities.”

VP OF SALES, MSP COMPANY



Outsourced Marketing Solutions

OMS is the outsourced marketing partner for MSPs and technology companies that need a real marketing function, not another vendor to manage. We build the strategy, execute the work, and measure the business impact.

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