

Generated \$1 Mill.

with 1.5 MILL. Rev. Pipeline in 11 Months

B2B Case Study





THE ROLLOUT CREW

The Background

The Rollout Crew was built to solve a common construction problem: software that gets purchased but never fully adopted. Founded by practitioners with hands-on construction experience, the brand focuses on people, process, and technology working together. They help contractors roll out ERP, project management tools, integrations, and SOPs so teams actually use the systems and leadership can trust the data.

Who is The Rollout Crew

The Rollout Crew is a construction technology consulting firm that helps contractors implement, integrate, and adopt systems that improve visibility, consistency, and profitability.

Core Problems



No Structured Lead Nurturing by Funnel Stage

Leads at different intent levels were treated the same, with no dedicated nurturing sequences for awareness, consideration, or sales-ready prospects. This caused high drop-offs, wasted paid traffic, and poor lead-to-opportunity conversion.



Undefined and Inconsistent Sales Cycle

There was no clearly documented sales process from first touch to close. Follow-ups were ad hoc, ownership was unclear, and deal momentum depended on individual effort rather than a repeatable system.



Absence of ABM Strategy

High-value target accounts were not identified or pursued intentionally. Marketing focused on volume instead of relevance, resulting in missed enterprise opportunities and low deal quality.



No Predictable Revenue Pipeline

Marketing and sales operated without a unified pipeline view. There was no clarity on MQL to SQL flow, conversion benchmarks, or revenue forecasting, leading to inconsistent deal flow and unpredictable growth.



- 01 No Lead Nurturing Structure
- 02 Undefined Sales Process
- 03 Missing ABM Strategy
- 04 No Predictable Rev Pipeline

Our 4 core secrets for Demand Gen

Full-Funnel Paid ABM Strategy

Paid ads are **structured across awareness, consideration, and decision stages**, ensuring traffic is educated, qualified, and sales-ready instead of just high-volume.

Stage-Based Nurturing Systems

Every lead enters a **structured nurture flow aligned to intent**, using email, retargeting, and content to move prospects systematically **toward sales conversations**.



Rev. Sales & Marketing Alignment

Marketing and sales operate on a **shared pipeline model** with clear **MQL, SQL, and opportunity definitions** to improve conversion and **forecasting accuracy**.

Scalable Growth Model

Demand generation is tied directly to **pipeline and revenue metrics**, enabling controlled scaling of **paid ads** without **sacrificing** lead quality or **deal velocity**.

Our Process

2. Funnel & Demand Architecture

We design a full-funnel demand system that maps paid traffic, content, and conversion paths to each stage of the buyer journey.

1. ICP & Revenue Mapping

We define ideal customer profiles, deal sizes, sales stages, and revenue targets to establish a clear and measurable growth foundation.

4. Nurturing & Qualification

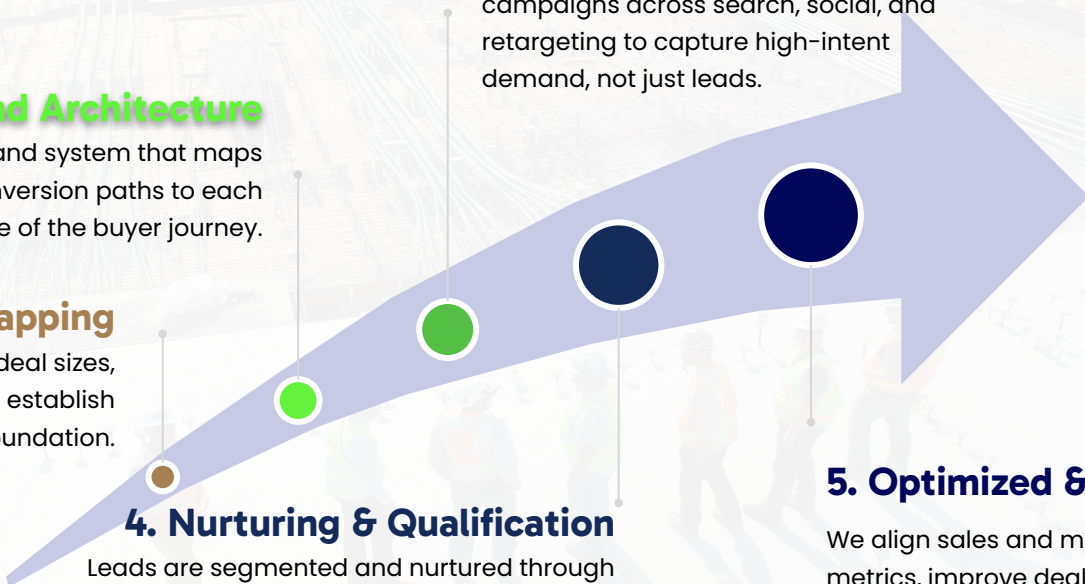
Leads are segmented and nurtured through stage-based email and retargeting flows to increase sales readiness and conversion quality.

3. Paid Media & Intent Capture

We launch and optimize paid campaigns across search, social, and retargeting to capture high-intent demand, not just leads.

5. Optimized & Scalable Growth

We align sales and marketing around pipeline metrics, improve deal velocity, and scale spend only when revenue predictability is achieved.



Results

Our performance in 11 months, working with this Brand

SQLs Created

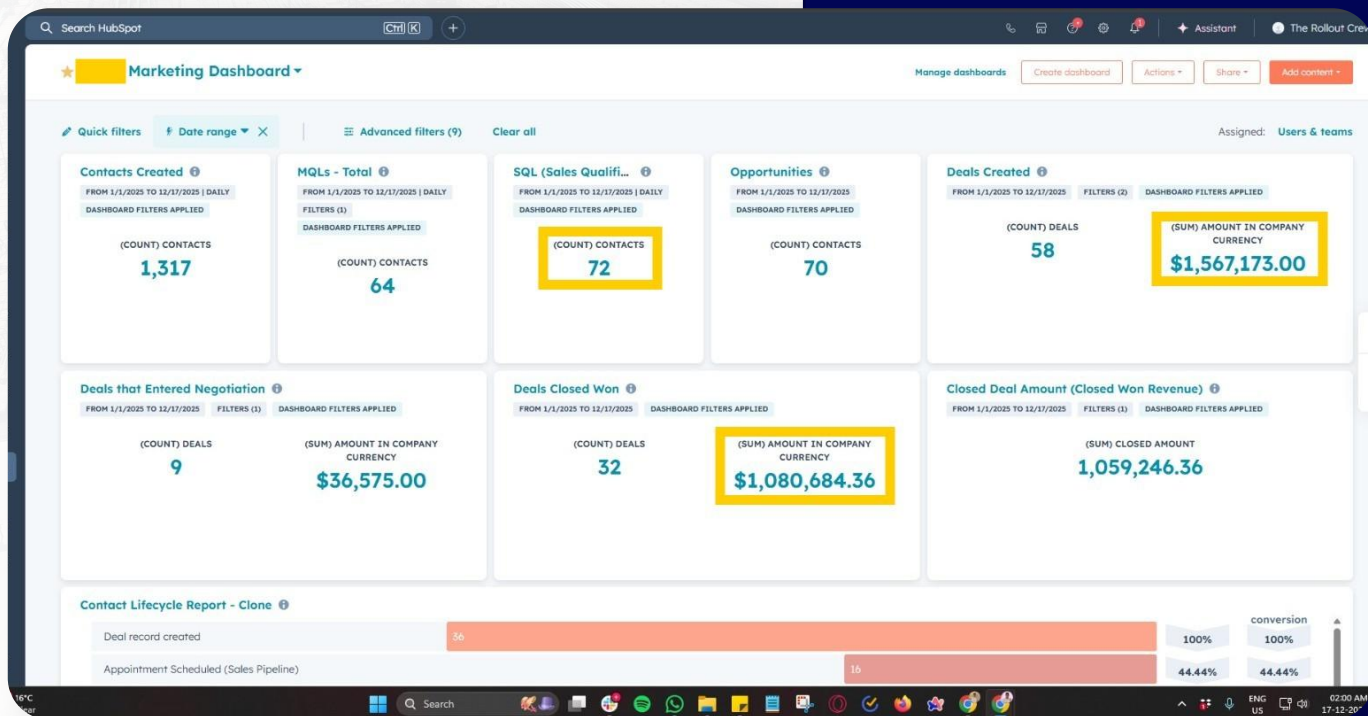
72

Deals Created

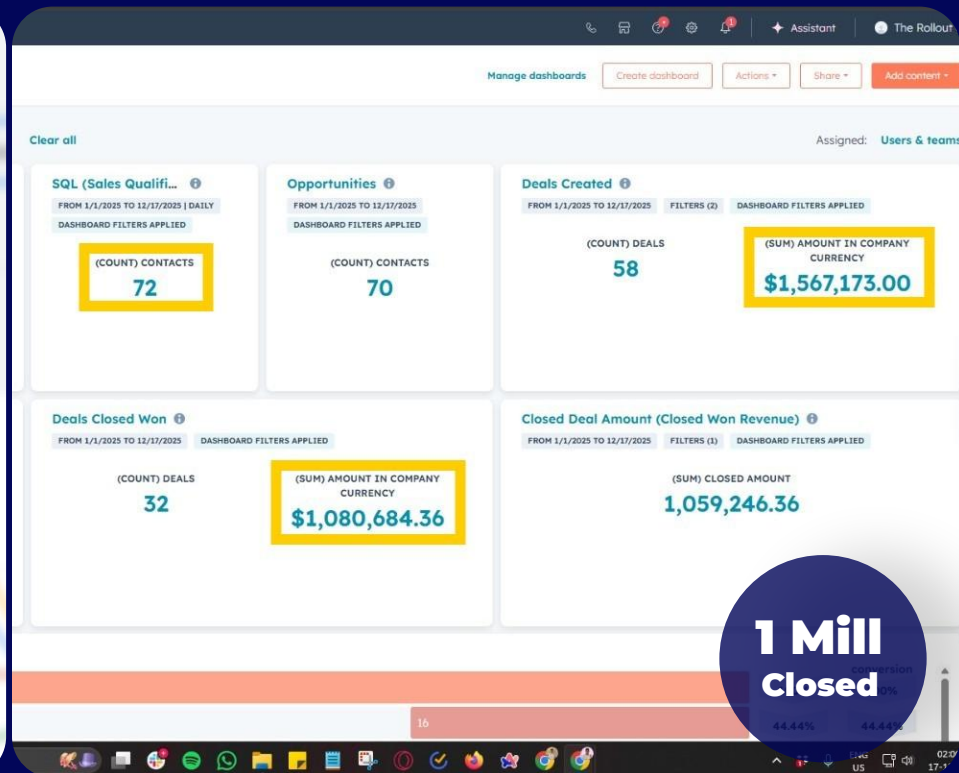
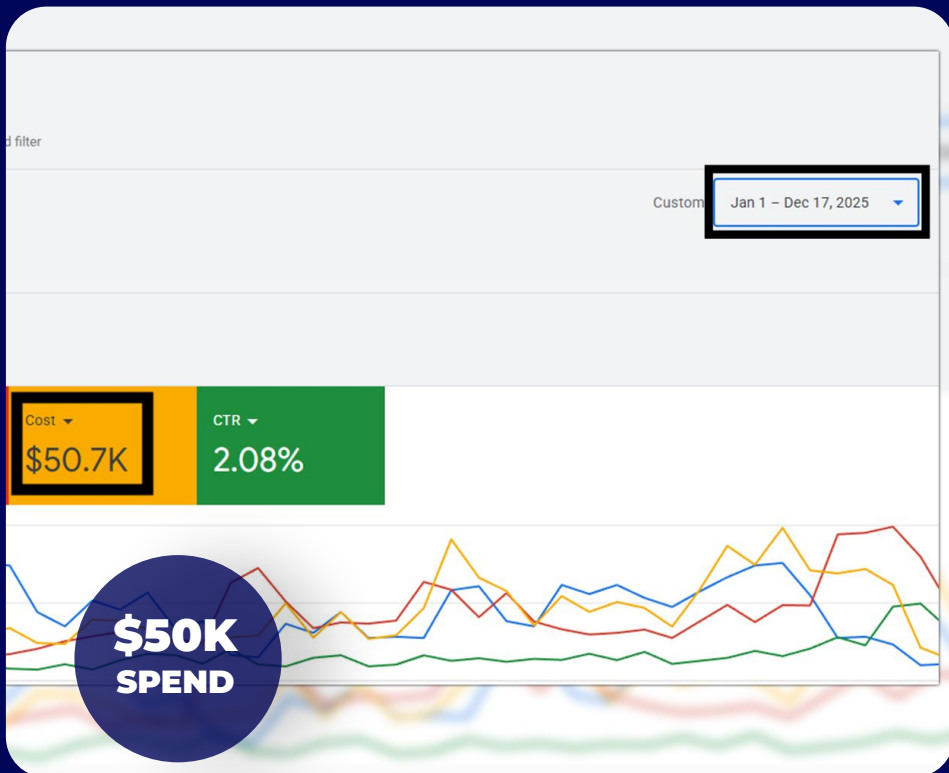
\$1.5 Mill

Deals Closed

\$1 Mill



Google



Hubspot

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