

Marketing Case Study

SLATE TECHNOLOGIES, INC.

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Growth Marketing | Revenue Marketing | GTM Strategy | Demand Generation

Scaling Demand Generation and Building Growth Engine

Company: Slate Technologies

Industry: Construction Technology // AI Enterprise B2B SaaS

Role: Marketing Director

Timeline: 2024–2025

Executive Summary

Slate Technologies was entering a critical stage of growth in 2024. The company had developed an AI-powered construction planning platform with ambitious revenue goals and needed a scalable marketing strategy to increase awareness, generate qualified pipeline, and support enterprise sales.

As Marketing Director, I partnered with executive leadership to modernize the company's marketing organization, establish scalable demand generation systems, strengthen go-to-market messaging, improve operational processes, and position Slate for long-term growth.

The result was a measurable transformation in digital performance, lead generation, executive reporting, and market visibility. Inbound marketing started strong with an enterprise pilot within 30 days of starting new growth campaign initiatives and data-driven resources grew efficiently.

Business Challenge

When I joined Slate Technologies, marketing had significant opportunities to improve its contribution to revenue. Website tracking was limited, tools were disconnected.

Key challenges included:

- Limited organic website traffic
- Inconsistent demand generation
- Need for stronger AI product positioning
- Limited marketing attribution
- Opportunity to strengthen executive reporting
- Need for scalable marketing operations
- Increasing competitive pressure within Construction Technology

The executive team's objective was clear: Build a modern growth marketing organization capable of supporting aggressive business growth. Sales needed the support of top of funnel engagement with inbound channels open to nurture and find new leads. Opportunities needed connection to build trust with the brand and develop 6-figure enterprise level contracts to convert to ongoing ARR.

Global operations required a strong marketing toolbox for industry verticals that included infrastructure, general contractors, multi-family facilities, data centers, sustainability, energy, healthcare, transit centers, and specific resource operations for MPC/EPC trades.

Strategic Objectives

My priorities focused on seven key initiatives:

- Increase qualified inbound pipeline with a diverse channel and industry vertical strategy
- Improve website visibility and SEO for organic and paid channels across the brand
- Scale paid acquisition with campaigns to drive more data for optimization
- Strengthen product positioning within construction technology industries and events
- Build executive reporting dashboards for executive level KPIs to present to the board
- Improve marketing operations for cross-functional support with product/sales teams
- Increase brand credibility through PR efforts, events, awards, content, and partnerships

My Leadership Role

Responsibilities included:

- Executive strategy
- GTM planning
- Demand generation
- Product marketing
- Marketing operations
- External agency leadership
- Executive reporting
- Board presentations
- Marketing budget ownership (\$1M)
- Cross-functional leadership and collaboration

Growth Strategy

I focused on building an integrated growth engine. In order to combine top of funnel priorities with operational function, I developed systems to track, evaluate and engage within the construction technology industry. After reviewing the competitive landscape, we arrived at a marketing plan that was inclusive of several pillars.

Major initiatives included:

Demand Generation	ABM	Marketing Operations	Product Marketing	Brand Leadership
Multi-channel	Content Creation	CRM Admin	AI Messaging	Award strategy

acquisition strategy	Email Campaigns	(Hubspot + Salesforce)	Customer Personas	Thought leadership
SEO	Events	Automation	Industry positioning	PR
Paid Search	Lifecycle Marketing	Lead Scoring	Sales enablement	Construction industry visibility
		Reportings	Launch plan	Enterprise credibility
		Campaign Attribution	Competitive Analysis	
		UTM governance		

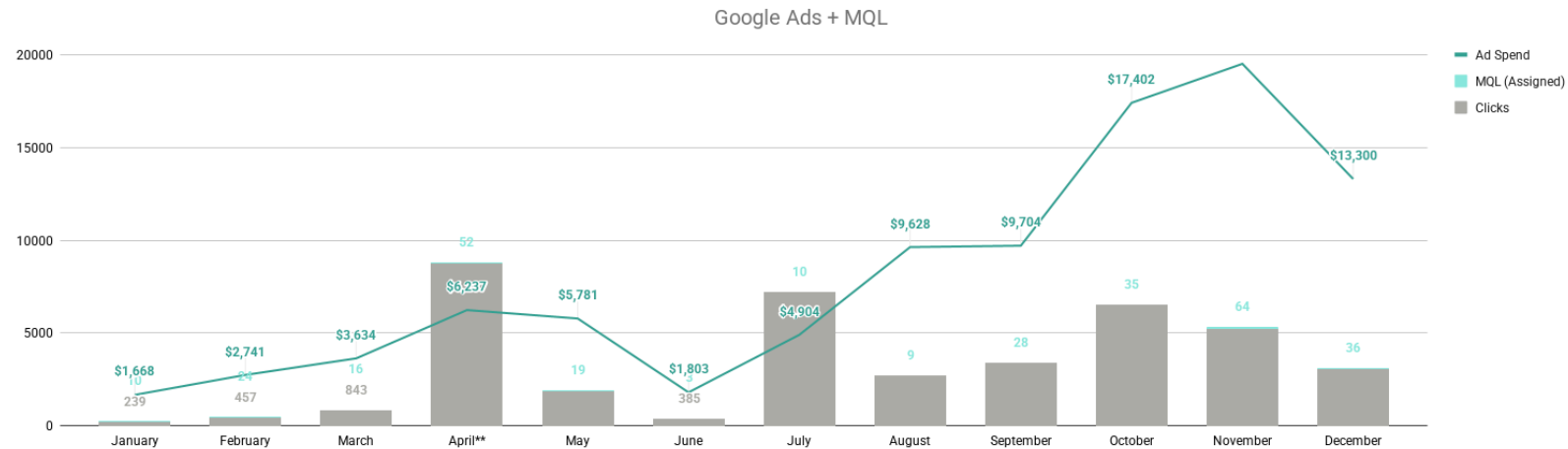
Executive Leadership Outcomes

Marketing Overview

- Marketing Budget Managed: \$1M Annual
- Managed Marketing Team 3 Internal + Multiple Agency Partners
- Global Collaboration: US | Canada | India | APAC

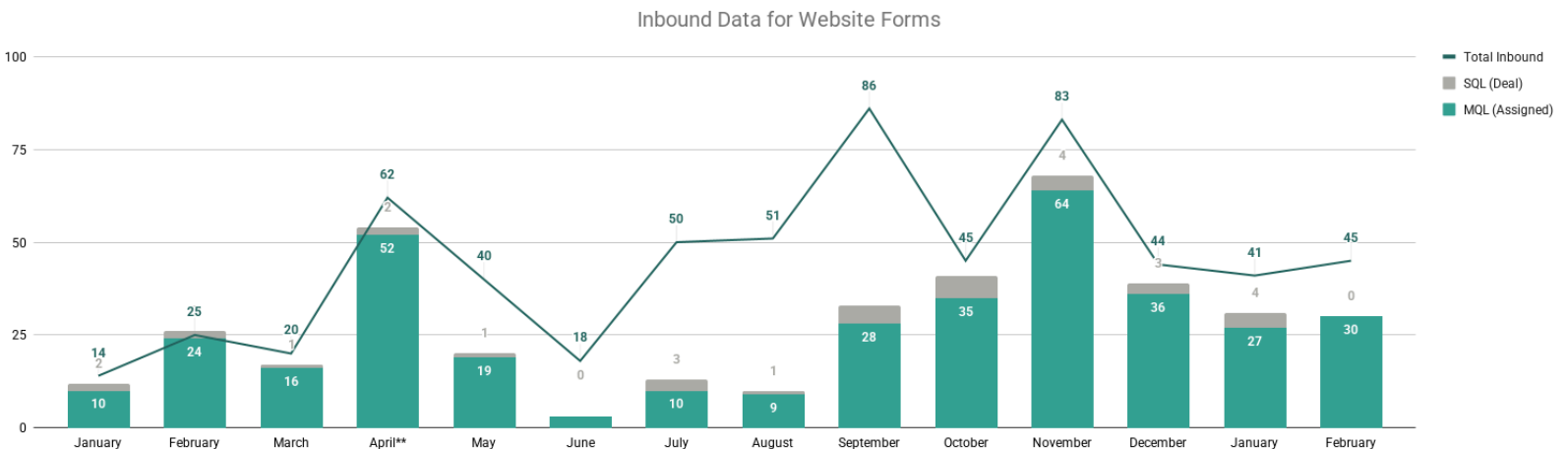
Growth Results

- Website Traffic: ~1,000 → 30,000+ monthly visitors
- Campaign Impressions: ~ 2 Million (1,955,022)
- MQL → SQL: +40%
- Paid Clicks: +676%
- CTR: +20%
- Lead Conversion Speed: 83% faster

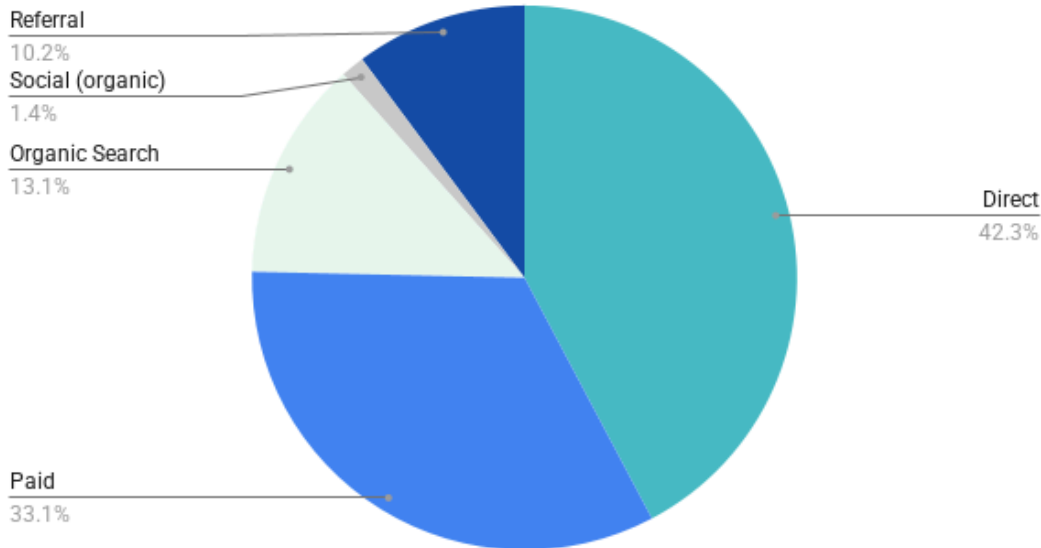


Key Performance Data

- Average Google Ad Spend \$8,025 (Monthly)
- Average MQL 38 (Monthly)
- Average CTR for Google Ads 7%
- Inbound website links 437
- Website ranking keywords 103
- Increased Google Ad impressions by 5,745%
- Increased Google Ad clicks by 10,360%
- Cost per click 11.6% below industry average for Tech SaaS
- Total Referral Traffic 10,398
- Website Visitors



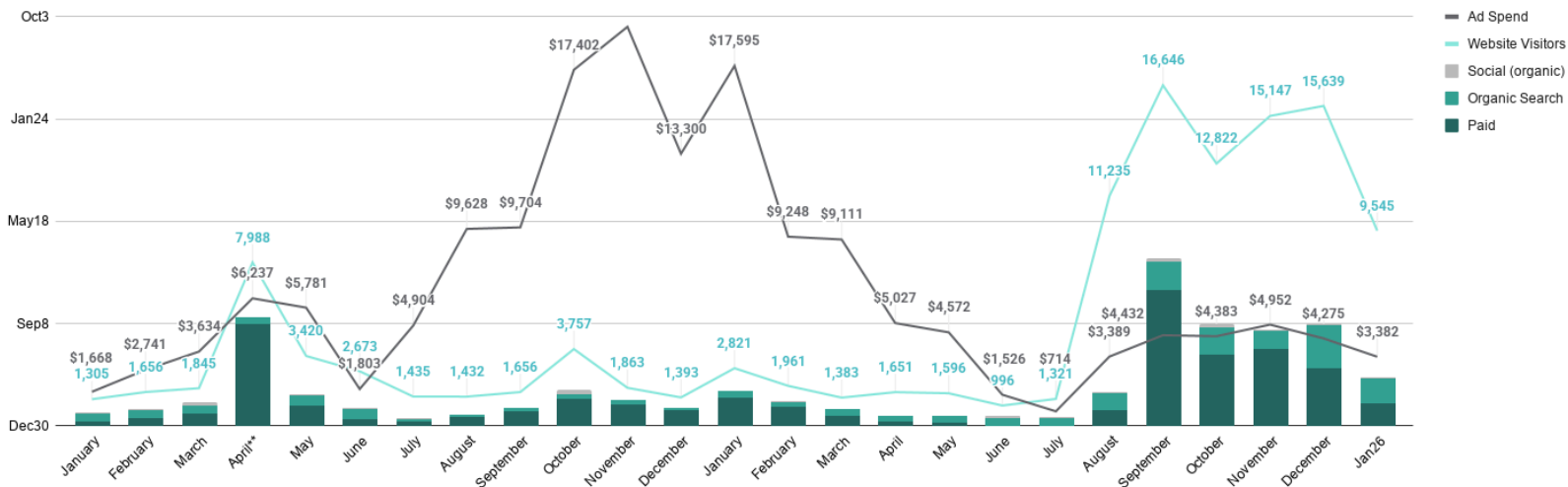
Slate Technologies Website Traffic Sources



Notes on Data Trends

- March 2024 was the beginning of new Growth Marketing efforts directed by Audri
- April 2024 was Slate's first in-person event for sales
- July 2024 was the website redesign and re-launch to address campaign tracking
- August 2024 hired new ad agency to run Google Ads, increase spend budget
- May - July new Growth Marketing person hired, August 2025 Audri took over Growth again
- September 2025 new partner marketing network set up with UTM tracking

Website Traffic Overview



Selected Business Outcomes

Executive Leadership	Revenue Growth	Market Leadership	Operational Scale
Partnered directly with executive leadership and investors to develop growth strategy and board-ready KPI performance reporting.	Built scalable demand generation systems that dramatically increased website visibility, campaign performance, and qualified pipeline.	Led strategic award submissions, collaborative event, and PR initiatives that elevated Slate's credibility within the Construction Technology industry.	Supported ISO certification, SOC 2 readiness, AI-enabled workflows while improving cross-functional alignment.

Lessons Learned

The biggest lesson from Slate was that sustainable growth is created by systems rather than isolated campaigns. Connecting industry tools with collaboration from product and sales enabled us to target our ICP with problem/solution focused messaging for correct alignment. While growing the team, we learned quickly what worked and what did not. We made changes quickly. For example, we revised and re-launched the website after I was hired due to data tracking software not working properly. After optimizing the website, reporting was more accurate.

The most impactful work was aligning executive leadership, marketing, sales, product, operations, and technology around a shared growth strategy that could continue delivering value long after implementation. With these systems in place, it made it possible to scale, optimize, and continue to dial in the right results at the right times.

We hired an ad agency to help execute our advertising strategy and added a new marketing person that ran direct ABM campaigns. After observing that strategy, we quickly pivoted to a more direct PR and Partner strategy that led to increased organic engagement and a huge increase in overall website traffic.

Industry networking and events created opportunities for integration partners, shared lead generation strategies, and overall sales opportunities. Our outsourced agencies made our team extremely efficient and quick to turn around marketing campaigns that were fully designed, well messaged, and executed with data driven insights to inform future iterations.