Sagewill

Branding, Product Mktg, & Site Dev for CRM Software Company

PROJECT DETAILS

🏷 **Branding, Product Marketing, Web Development**

📅 **Feb. 2024 - Apr. 2024**

💲 **Less than $10,000**

> " *"They spent time with us to fully grasp the product and advised us on the best path forward to help us increase sales."*

PROJECT SUMMARY

Sagewill provided product marketing support for a CRM software firm's new SaaS product. They created a brand, improved the app's UX, developed a website, wrote marketing copy, and produced marketing assets.

PROJECT FEEDBACK

Within two months, Sagewill delivered a full value proposition that the client could use to sell their product. Their team helped the client identify the product's key selling points and strategize the best sales journey approach, boosting their confidence in marketing their product.

The Client

Please describe your company and position.

I am the Co-Founder of Ambulatorio Facile

Describe what your company does in a single sentence.

CRM software for local Italian pharmacies operating medical clinics

The Challenge

What specific goals or objectives did you hire Sagewill to accomplish?

• helping us cement Ambulatorio Facile's value proposition and write copy
• bring the product to market with a website and marketing collateral
• advise on sales channels and pricing strategy at launch

Simone Frosini
Co-Founder, Ambulatorio Facile

Software

Florence, Italy

CLIENT RATING

5.0
Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

How did you find Sagewill?

Referral

Why did you select Sagewill over others?

- Close to my geographic location
- Pricing fit our budget
- Great culture fit
- Good value for cost

How many teammates from Sagewill were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

We asked Arrigo and Francesco for help with marketing our newest pharmacy management SaaS product called Ambulatorio Facile. They helped with extracting the software's core value proposition, positioning the product on the Italian market, creating a brand that would resonate with pharmacy owners, writing copy, improving the application's user experience and developing a website to promote our product.

Arrigo and Francesco delivered a fully-custom website, brand assets and icons to improve the application's interface, and marketing collateral like a brochure, which is important for us as we need to visit prospects in person.

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

In about 2 months, we went from having zero marketing assets to a full value proposition that we could go out to market with and

sell the product. Arrigo helped us clarify what to mention and prioritize when selling the product and how to approach the sales process. this gave us the confidence to visit pharmacies in person knowing that we had a strong chance to close new deals.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

They delivered both the design and website on time, I never had an issue communicating with them and they replied very fast, giving multiple udpates on a weekly basis.

What was your primary form of communication with Sagewill?

• In-Person Meeting
• Virtual Meeting
• Email or Messaging App

What did you find most impressive or unique about this company?

What I liked most working with the Sagewill team is that they're not just technical developers or marketers, they spent time with us to fully grasp the product and advised us on the best path forward to help us increase sales. In particular, they advised us on where to promote the website and how to implement all the CRM automations and lead tracking necessary.

I was also pleasantly surprised by the value for money; they paid a lot of attention to every part of the product's launch at a very competitive price.

Are there any areas for improvement or something Sagewill could have done differently?

The Figma deliveries were a bit hard to interpret at first but once we got on a call everything became clear, having clearer documentation is definitely a point of improvement.

support@sagewill.com
+393888556040
sagewill.com/contact