

## CASE STUDY

# How Thought Leadership-Focused Digital Marketing Helped Take a \$2MM Commercial Real Estate Information Company to a \$75MM Exit in Five Years

## **AXIOMETRICS INC.**

Smart Data. Smart People. Smart Decisions.®

### INDUSTRY

Apartment Market Information

### ENGAGEMENT DURATION

5 years

### DIGITAL MARKETING

- Website Design / Development (twice)
- Inbound Marketing
- Content Marketing
- Video Production
- Podcast Production
- Product Development

### INTRODUCTION

Axiometrics is the US industry leader in Apartment Market Intelligence. They provide timely data to commercial real estate investors and developers.

### SITUATION

At the beginning of our engagement with Axio they did not have an online presence.

The owner desired to grow the company as much as possible over the next five years and hopefully exit at that time.

***“As CEO and Chairman of Axiometrics, Inc. I have had the pleasure to work directly with SQmedia for the last five years. They exceeded all expectations in providing online business transformation for Axiometrics. SQmedia brings a business development approach to the marketing experience which is at once revealing and empowering. The ROI of their unique approach has continually met target, which of course is just phenomenal for us.”*** RON JOHNSEY • CEO AND CHAIRMAN OF AXIOMETRICS

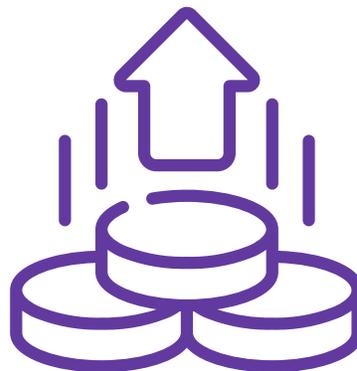
## SOLUTION

The over-arching goal of all our digital marketing efforts was to build apparent thought leadership for Axiometrics.

In five years we designed, engineered and developed two websites, produced and directed over 300 videos, and produced their industry leading podcast.

We assisted with new product design/development/ testing, campaign development, content creation and trained Axio team members on inbound marketing methodology and execution.

We designed and developed a quarterly aerial video product featuring apartment properties under construction in key markets nationally, and we directed the implementation of Axio's very successful 240 post per year editorial blogging calendar.



**400%+**  
**ROI per year**

## RESULTS

The ROI experienced from our engagement exceeded 400% per year.

During our five year engagement Axiometrics grew from \$2MM to \$14MM in revenue and expanded from 20 employees to 120 employees. Axiometrics was acquired by RealPage for \$75MM.