

# Web Design, Marketing & Strategy for Geoscience Software Co

## PROJECT DETAILS

 Web design

 Jan. 2010 - Ongoing

 \$1,000,000 - \$9,999,999

“*We’ve been able to develop an intimacy business model, given how involved Hal is with our strategy.*”

## PROJECT SUMMARY

For over a decade, Advertas has provided high-level marketing and sales strategy for a geoscience software company. They’ve built the company’s website as well as a global database of 10,000 customer contacts.

## PROJECT FEEDBACK

Revenue increases between 2016–2019 have been directly attributed to Advertas’ work, and early results in 2021 show promising recovery from the 2020 pandemic. Their team has cultivated an integrated relationship with the company. Not only are they highly invested, but they’re also always available.



## The Client


Introduce your business and what you do there.


I'm the SVP of business development at a geoscience software company called Geophysical Insights. I've been collaborating with Advertas since I joined my position over four years ago.

## The Challenge

What challenge were you trying to address with Advertas?

We've been working with Advertas since 2010. Our initial challenge was to raise brand awareness.

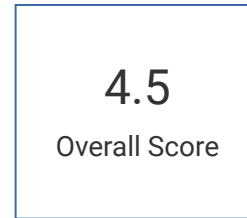
 **Michael Dunn**  
SVP of Business Development,  
Geophysical Insights

 **Energy & Natural Resources**

 **11-50 Employees**

 **Houston, Texas**

### CLIENT RATING



Quality: 4.5



Schedule: 5.0



Cost: 4.0



Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

Advertas helps us communicate our company to the oil and gas industry and supports some of our sales. One of the main deliverables has been a corporate website. Their team has designed, developed, and managed it. They've assisted in building out help files and documentation that are directly related to our software solution, too.

What's also unique to our engagement is that Hal (Managing Director) serves as a marketing and sales consultant for our management team. He advises on our marketing and sales campaigns as well as the strategy behind them.

One of the proprietary lists that we've built with him is a list of customers within the global oil and gas industry. The industry itself is big, but the number of people who will actually use our product in the US is fairly small. Over the years, their team has helped maintain that list of contacts on our behalf, and we now have between 8,000--10,000 contacts in that database — all up to date.

Finally, they coordinate any shows that we go to. Before the pandemic, we'd typically go to three shows per year: one in Europe and two in the US. They've also orchestrated our own oil and gas machine learning symposium, paying third-party vendors to build our booths on site and more.

### What is the team composition?

We tend to have anywhere between 2–5 individuals. Hal and Laura (CMO) are the main two people we deal with.

### How much have you invested with them?

In the last few years, we've spent \$1 million–\$1.5 million per year. Hal also maintains a small piece of equity interest, which was put in place when our company started.



## What is the status of this engagement?

We've been working together since 2010, and the partnership has grown a lot since then. It used to be a part-time venture, but now it's full-time.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

Thanks to their marketing and sales strategy, we saw a really good increase in revenue from 2016–2019. As you can probably imagine, 2020 wasn't a great year for us due to the global pandemic, but 2021 is already looking better. We'll just have to see how the second half of the year plays out.

### How did Advertas perform from a project management standpoint?

Advertas doesn't just manage their own projects, but they'll also help organize some of our internal service projects. The team sometimes acts as an interface to specific clients. That's not a skill that we've necessarily looked for in a marketing company, but we've been able to develop an intimacy business model, given how involved Hal is with our strategy. At this point, he knows enough about what we do that he can give a high-level technical presentation of our services, which is pretty unique.



## What did you find most impressive about them?

They're pretty much always on call. If I need something on Saturday night, I can reach out and get someone from Advertas then and there rather than having to wait until Monday morning. That speaks to the relationship that we have with them. Now, I should add that we're their number one customer by far, so we have a lot more weight with them.

I'm also impressed by how well they've handled the different aspects of their company, from trade shows to digital/paper publications. They work smoothly and economically and can even navigate any necessary interactions with specific customers on our behalf.

## Are there any areas they could improve?

There are probably other marketing and sales aspects they could explore to help out with our business. The team can get used to doing things a certain way with specific vendors, so they tend to lock into a routine. I don't blame them for that, but there are likely more tactics we could try out.

To be clear, this is a very minor issue that I'd point out if I were to sit down and give them a performance evaluation. They're probably interested in trying out most of those strategies but haven't had the time to check into them.



## Do you have any advice for potential customers?

I'd recommend sitting down with them to make sure you understand their pricing model. A lot of times people don't realize that advertising fees are different from agency fees. For example, if the cost to advertise in a journal is \$5,000, you still need to find out how much you need to pay the agency. From there, you have to find out how much time they have to make sure the deliverables meet your standards and do what you need them to do.

This information can be easily tracked, and they can even give you an estimate upfront. Costs can be big, especially when they're managing a lot of things, so you need to have a good grasp on their pricing structure.

