

Grammarly Business

**An End-of-Year Demand Generation Campaign
to Push New Pipeline and Score More MQLs**

CASE STUDY



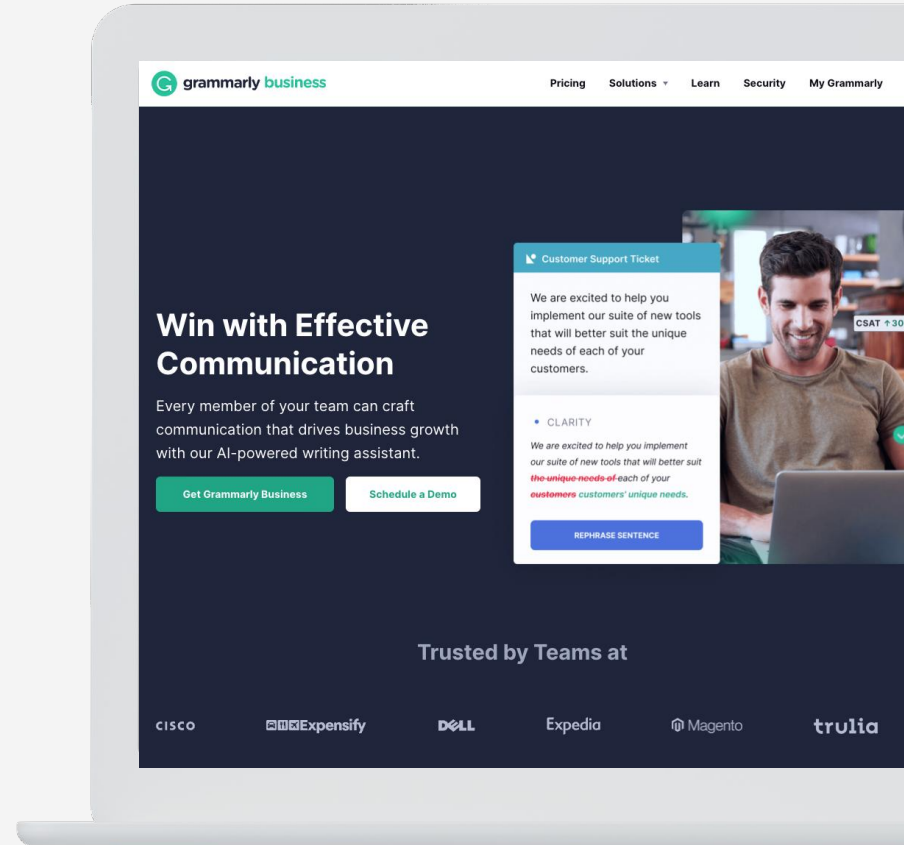
Challenge

BREAK TRADITION, BUT BUILD THE BUSINESS

In 2020, we found ourselves facing a grievous word of the year: “Pandemic.” In 2021, thought leader and Wharton professor Adam Grant helped us realize we were “languishing.”

But, as we looked ahead to 2022, Grammarly Business, the enterprise-level SaaS from Grammarly, wanted to build a bridge to words that reflected something better.

Plus, with new leadership and an evolving brand vision, the Demand Generation team wanted to make a case for impact and results—even when Grammarly Business wasn’t all “business.”



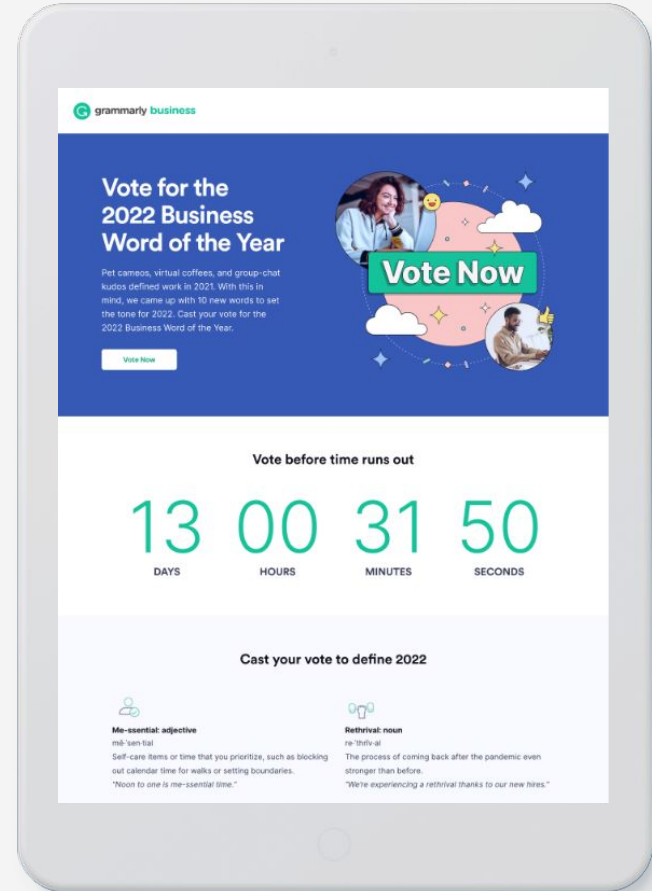
Solution

SURPRISE AND DELIGHT ... AND CONVERT

To drive brand awareness, attract new leads, and pump up MQLS to help them finish 2021 strong, we proposed a fun, nontraditional campaign with B2C vibes, but B2B drivers.

Our concept and campaign looked back at the best of remote work and business communication in 2021. Then, we distilled those experiences into 10 new words. Some we created. Some we curated. And every word forged connections buyers and Grammarly Business with empathy, humor, and optimism.

Then, we invited people to exchange their email for a vote for their favorite Business Word of the Year and gifted them a free trial to Grammarly Business.



The result?

We broke all
their campaign
records.

67%

above MQL goal

32%

CTOR above average
demand gen campaigns



Our customers LOVED this content. We confirmed our hypothesis ... that even the B2B marketplace has an appetite for fun content that speaks to their needs and experiences.



Lauren Pinheiro
Senior Manager, Demand Generation
Grammarly Business

What We Delivered



DEMAND GEN STRATEGY

- Campaign concepts
- Campaign messaging
- Key CTAs
- Customer journey map



CONVERSION-DRIVING COPY

- Eight (8) completely new words and definitions, plus two curated
- Conversion landing page
- Demand gen emails
- Referral emails
- Sales outreach emails
- Conversion blog copy
- Paid advertising
- Organic social media posts
- Direct mail promo cards
- T-shirt swag



FULL-SERVICE DESIGN

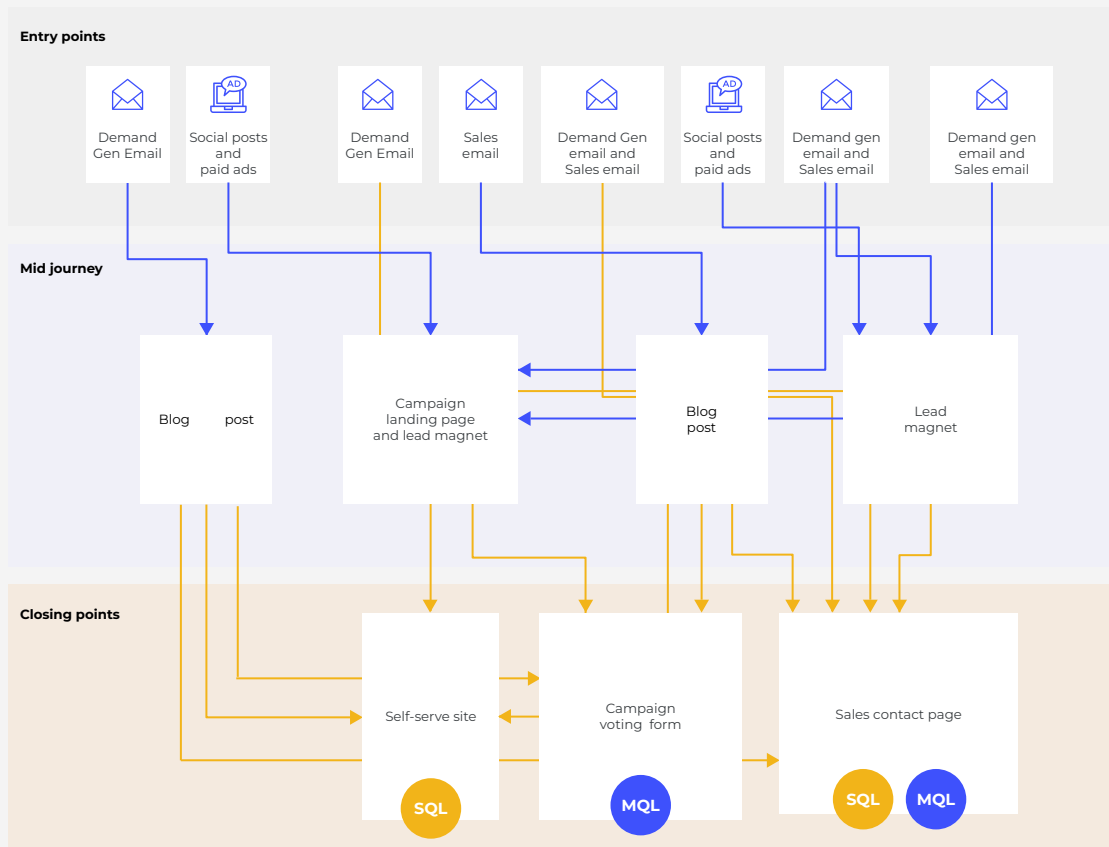
- Paid advertising
- Landing page UX
- Email headers
- Blog heroes and graphics
- Organic social posts
- Direct mail promo cards
- T-shirt swag



Strategy

Yes, our concept and creative drove record-breaking awareness, captured and ranked bankable MQLs, and converted SQLs with free product trials.

To get there, we also had to help our client socialize the project internally. As with any break from tradition or potential for perceived risk, change management, KPI approvals, and stakeholder alignment are critical for success.



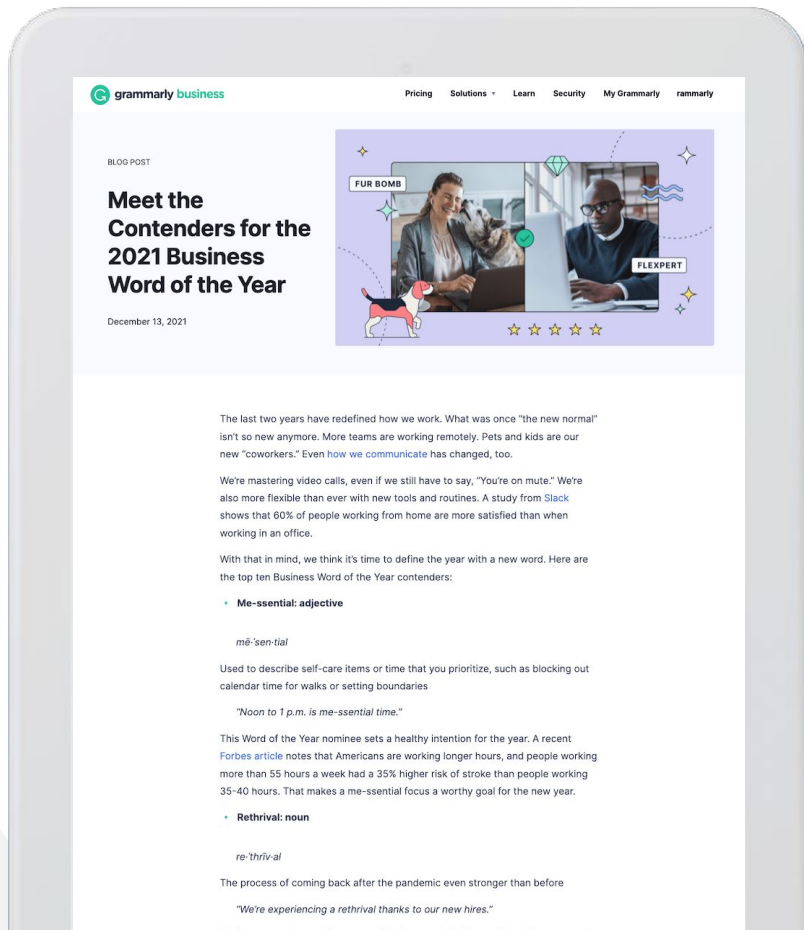


Copy

With the strategy proven and the concept greenlit, it was time to get extra creative.

After all, it's not everyday you get to craft new words for the English language and present them across nine channels to 30,000 teams and 30 million people around the world.

[SEE ALL 10 WORDS >](#)

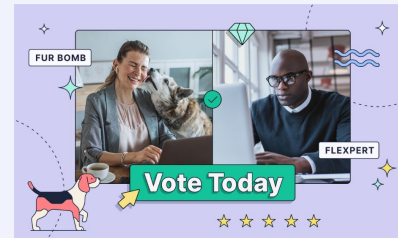
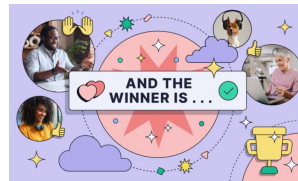
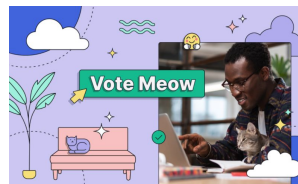
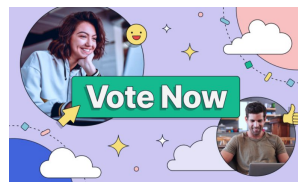




Design

We designed the campaign with a joyful, dynamic graphic style that aligned with the brand's standards and brought playfulness to the noisy rush of marketing messages during the end-of-year season.

We also made people pause, notice, engage, convert, and smile.



Yes, There's a Word for That

What do you call that moment when your pet crashes your video call? A fur bomb.

Or a teammate who always figures out what to do and how to do it—and makes it look easy? You guessed it. Flexpert.

[Cast Your Vote](#)

Our insights from nearly two years of remote work shaped our 2021 Business Word of the Year list. Vote now on which one will take the title.

Make your voice heard,
The Grammarly team



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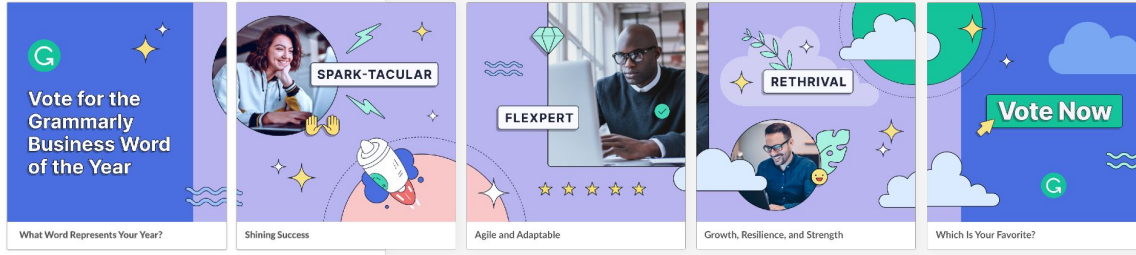
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Presented

What a year! We reflected, curated, and created ten new words—some recognizing our teammates. Check out a few contenders (see more...)



LinkedIn Carousel Ad



Postcard



T-shirt



Grammarly @Grammarly · Jan 6

The vote is in! The Grammarly Business Word of the Year is FLEXPERT—that teammate who always figures out what to do, how to do it, and somehow makes it look easy. 🏆

Up your team's flexpert game in 2022 with a free trial of Grammarly Business: gram.ly/FreeGB



15 4 13

Twitter post



Both heritage and emerging B2B brands really benefit from breaking their own rules about what content “should” sound like, look like, and do to capture leads. With thoughtful strategy commanding creative content and design, you can surprise and delight ... and convert.



Alexa Johnson
Associate Director of Content and
Head of Mid-market Accounts
PMG



**We Tell Tech's Best Stories.
We'd love to tell yours.**

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