

CASE STUDY

How Kara Connect Exploded Internationally with Pitch121

Profile-Based Marketing helped this Icelandic SaaS grow its user base **x6 and revenue **x7** in 18 months.**

- Founder Thorbjorg Helga Vigfusdottir had built an online platform and solution for therapists in health and education
- Kara Connect started working with Pitch121 in October 2018
- For the first year, Kara Connect was doing no other marketing besides our work
- We helped build an international network and a reputation as a credible thought leader as a way of promoting the Kara Connect service to its ideal audience
- When Covid-19 hit, Kara Connect was front-of-mind with a large, targeted audience



x6

Monthly User Growth

Explosive growth between October 2018 and May 2020

x7

Revenue Growth

In the same period

+4

National Markets Targeted

We've helped Kara expand to Denmark, Norway, the UK and Ireland

Before



- Former Reykjavik city councillor Thorbjorg had strong name recognition and social presence in Iceland only.
- Kara Connect had a few hundred Icelandic users after a period of co-development with two therapy practices.
- No brand recognition at the outset
- Ambitious plans to expand internationally, starting with the healthtech-ready Danish market

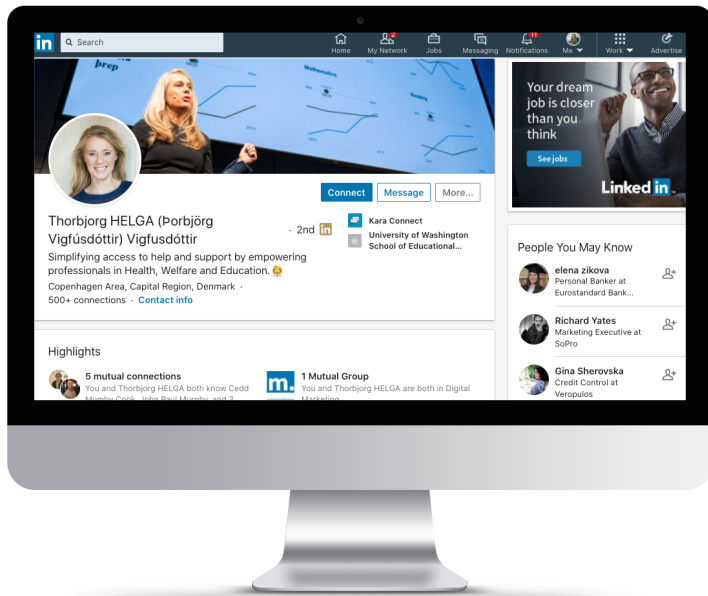
Challenges



- As a country of just 357,000 people, Iceland offers relatively few opportunities for niche healthtech products
- Although there are strong social, cultural and economic ties between the Nordic countries, Thorbjorg's network of contacts was heavily concentrated in Iceland
- Limited budget for marketing and no sales presence on the ground in the new territory
- Thorbjorg needed to build relationships with Danish practitioners and managers, in order to make frequent visits to Copenhagen viable

Kara Connect User and Revenue Growth





What we did

- Engaged hundreds of Danish therapists, clinicians and managers in one-on-one conversations with valuable content and personalised messaging
- Expanded Thorbjorg's LinkedIn network by more than 1,300 carefully-selected contacts across 17 separate targeted lists and campaigns
- Booked meetings with key people in conversation to pack Thorbjorg's schedule on visits to Denmark
- Helped build Thorbjorg an international reputation as a sector thought leader with bespoke content writing and curation

Results

- 39.4% of all new connections engaged in one-on-one conversations
- Established as a supplier to major Danish health providers, including Odense municipality and Aleca clinic.
- Significant name recognition and social presence when Covid-19 made online platforms for therapy a "must have" tool
- Hundreds of thousands of content and profile views - resulting in over 100 therapists trying the service in Belgium, a country that had not even been targeted!

This is phenomenal. I knew it was a good approach but I was surprised at how quickly we have been able to fill my diary for my trips to Copenhagen. The team is really amazing, understand the task quickly, are proactive and have given me good advice. Highlight so far is the meeting with Nelson Mandela's daughter who promptly arranged for me to speak at her event about Kara in Denmark... in front of lots of new FANs.

Thorbjorg Helga Vigfusdottir,
Founder of Kara Connect

