

# How SaaS payments platform CompuWerx Successfully Introduced their Solution to A Brand New Industry

## About CompuWerx

A SaaS-based payment management platform for the K-12 education industry, CompuWerx was facing increased competition from larger software providers who offer a full suite of tools for schools to streamline administration and operations including payments. Having successfully worked with Lolita in the past on customer acquisition and retention strategies, she was brought on again to create a new retention strategy for their current industry and to evaluate new markets to enter.

### MARKET ANALYSIS

After an analysis of the current market, trends and opportunities, a campaign was designed to approach vocational training schools - specifically beauty and hair training institutes, many of which operate as franchises therefore the CompuWerx solution, when implemented, could scale quickly.

### "LAUNCH" STRATEGY

New marketing materials were created to target this new vertical along with a comprehensive sales funnel featuring an action based email drip campaign, advertising and remarketing. Combined with informational webinars, this strategy allowed CompuWerx to close a leading operator of beauty schools across the country.



200%+

increase in client retention



successful entry  
into new market  
resulted in 17%

increase in new business

"Lolita is incredible! Not just in her professionalism and demeanor, but in her clear understanding of business processing and passion to help. Once Lolita is on a project, you will know that project will get done right! She is trustworthy, skillful, fast and responsive."

Leah Packett  
CEO, CompuWerx