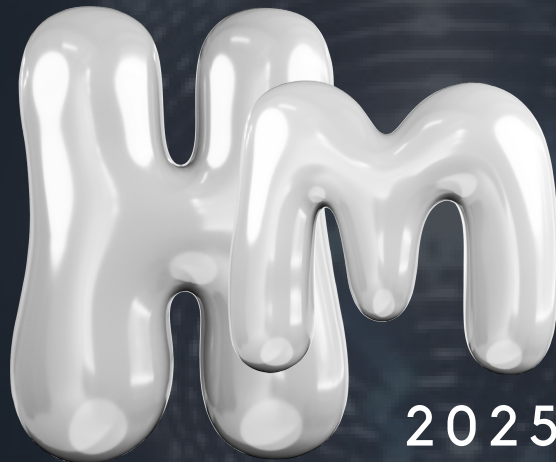


DIGITAL MARKETING

CASE



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CONTEXT

In a world where online competition is fierce, e-commerce merchants must constantly optimize their stores to maximize sales. This is where Glowtify comes into play. This SaaS startup, available on the Shopify App Store, helps merchants boost their performance through artificial intelligence and automation.

Glowtify offers a turnkey solution to simplify and optimize three critical aspects of online commerce :

- Business and content strategy creation
- Unification of the marketing calendar in one place, providing an overview of all e-commerce marketing activities
- A suite of tools for content generation and publication across various marketing channels, including :
 - An SEO tool for optimizing product listings (descriptions, titles, and images automatically improved to maximize conversions) and creating blog posts
 - A tool for managing and publishing on social media
 - Management of promotions and marketing campaigns → Intelligent recommendations based on store performance analysis
 - A tool to automate the creation and distribution of newsletters

The application is primarily aimed at online store owners, digital marketing managers, and e-commerce growth managers who want to improve their conversion rates and increase the average cart value.

All relevant information about the platform is available on their website: [AI Marketing Platform for E-commerce Growth | Glowtify](#).

Currently in the commercialization phase, Glowtify aims to position itself as a key player in the B2B SaaS market dedicated to online commerce. With a business model based on a monthly subscription, the company must focus its efforts on acquiring new customers and optimizing the customer acquisition cost (CAC) to ensure profitable growth.



MARKET TRENDS AND BUYER BEHAVIOR

The B2B SaaS market has evolved significantly in recent years. Several trends influence how companies sell their software solutions online :

1. Autonomous and digitized buying cycle

- B2B buyers, particularly Millennials (1981-1996) and Generation Z (1997-2012), prefer to discover products on their own before interacting with a sales representative.
- They consume digital content (blogs, YouTube videos, webinars, case studies) to evaluate options before making a decision.
- Digital word-of-mouth and influencer recommendations play a key role in discovering new tools.

2. Importance of social media and influencer marketing

- LinkedIn, Twitter, YouTube, and TikTok have become essential channels for reaching B2B SaaS buyers.
- SaaS companies increasingly use micro-influencers and thought leaders to legitimize their solutions and reach a qualified audience.

3. Growing adoption of the “Product-Led Growth” (PLG) model

- Many SaaS companies rely on free trials or freemium models to attract new users.
- Product demonstrations and customer testimonials are essential elements to convince prospects.

4. Automation and personalization as conversion levers

- Marketing campaigns based on targeted ads and automated nurturing (emails, chatbots, retargeting) are more effective than traditional prospecting approaches.

PROBLEM

Glowtify's main challenge lies in acquiring new customers in a saturated market, where online store managers are constantly solicited by a multitude of digital solutions. Considering the new buying and content consumption realities of B2B buyers, often Millennials and Generation Z members, the company must rethink its approach to capture their attention and convert them into paying users.

How can Glowtify structure an innovative digital acquisition strategy to attract, convert, and retain new B2B SaaS customers while maximizing its ROI?



Glowtify aims to strategically leverage digital channels to maximize its return on investment (ROI) while remaining agile and innovative. With a marketing budget of \$300,000 and a one-year timeline, the company must structure a high-performing acquisition plan, including leveraging social media, influencer marketing, and other digital tactics.

The company must also anticipate an expansion into the US market, raising questions about adapting its positioning and marketing strategies to a larger competitive environment.

MANDATE

Glowtify entrusts you with the mission of developing a digital acquisition strategy to generate new customers and optimize the profitability of its marketing budget.

Your plan should include :

- Identification of key digital channels (paid advertising, SEO, influencer marketing, social media, etc.)
- A content strategy tailored to B2B buyers, considering the consumption trends of Generation Z and Millennials
- Use of influencers and strategic partnerships to maximize Glowtify's visibility
- A data-driven approach, with performance indicators and ROI forecasts
- A detailed implementation schedule over 12 months
- Consideration of the US market, with suggestions for potential international expansion

Glowtify gives you carte blanche to propose innovative solutions that will optimize the acquisition and conversion of new SaaS customers.

CONSTRAINTS

- The total budget for the strategy is \$300,000. Any proposal exceeding the budget must be justified by a return on investment analysis.
- The timeline spans one year.
- You have access to internal marketing resources, but the use of external agencies is possible if relevant.
- The approach must remain simple and actionable, considering the company's capacity to execute the recommendations.



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