

# Marketing for growth:

The strategic role of sales and marketing in LeaseEagle's international expansion and acquisition

The most successful businesses share one common trait: they identify and solve genuine problems in their market. LeaseEagle exemplifies this principle, demonstrating how building sales and marketing around the problem you solve can lead to unbridled growth and success.

LeaseEagle was co-founded by Lee Trevena, who, after spending over a decade in corporate and retail real estate, recognised a growing need for a solution to help tenants manage their portfolios and compete effectively with landlords when it came to lease commitments and negotiating lease deals.

What began as a side project soon became Lee's full-time focus as he sought to create a business software solution in the early days of internet-based technology. With a solid product and initial investors on board, Lee knew that scaling the business would require expertise beyond his own – specifically, in sales and marketing.

# Growth goals, limited capital

In the early stages, marketing efforts were sporadic at best. Lee recalls the frustration of handling everything himself: “It was very haphazard and ad hoc with no real strategy. One night, I asked myself, why am I doing this? This is ridiculous.” This realisation sparked a shift. Lee recognised the need to bring sales and marketing expertise to scale effectively.

Recognising the need for external help, Lee considered outsourcing to access more expertise and workforce at a lower investment cost.

Lee engaged with several options to understand what was out there.



## Internal vs. external

Did LeaseEagle need an internal marketing manager, or should they be outsourcing?



## Strategy vs. execution

Should they bring in someone who could help with high level strategy or someone who could execute marketing tactics?



## Current scope vs. future possibilities

Should their marketing strategy focus on their current operations or on their plans for the future?

It was in speaking with align.me that they discovered a big difference between an outsourced marketing manager and an outsourced marketing agency.

“align.me do things differently. Talking to them we discovered that there’s outsourcing, and then there’s outsourcing. We realised it wasn’t comparing apples with apples,” says Lee.

**Through conversations with align.me, it became clear that LeaseEagle needed not just an outsourced marketing manager but a strategic partner who could help chart a path for long-term growth.**



# Kicking off the partnership: Funnel Camp™

The partnership with align.me began with Funnel Camp™, a multi-day workshop that gathers key stakeholders together to undertake a significant strategic review of their sales and marketing process, resourcing, strategy, objectives, and more to align them around a single plan.

At first, Lee and his team weren't sold on Funnel Camp™, thinking they'd be simply rehashing what they'd already gone through. However, it ended up being one of the most valuable exercises of the partnership. "While we were circumspect in the beginning, it actually became a significant moment in the business", says Lee. "It effectively laid out the strategy for us over five years, which we then executed almost to perfection."

Funnel Camp™ helped the LeaseEagle team understand The Buyer's Journey and the importance of strategic and rhythmic marketing, which had helped them understand where and how their previous marketing efforts had failed to successfully engage and progress buyers through the journey.

"The Funnel Camp™ reshaped the way that we were thinking about acquiring customers from a selling process to a real deep focus on the customer's buying process and their journey."

- Lee Trevena, Co-Founder, LeaseEagle



One-pager output from Funnel Camp™

# Early marketing success

The execution of the new strategy yielded early successes and align.me's expertise saw tactics that previously hadn't worked start to bring in legitimate leads for the business. Early success included:



## CRM configuration

align.me helped streamline LeaseEagle's CRM system, by transitioning from a fragmented, manual setup to an automated model, enhancing lead tracking and enabling data-driven decisions that increased conversion rates.



## Website redevelopment

align.me led the re-development of the LeaseEagle website and their overall digital presence to better align it to their audience and optimise it for conversion.



## LinkedIn campaigns

Direct message LinkedIn campaigns connected the LeaseEagle team with people in key roles, businesses, and industries to position LeaseEagle and start conversations. This resulted in several direct sales with CEOs and CFOs of target organisations.



"The ability align.me gave us to connect target organisations and key people within those target organisations via LinkedIn was extraordinary. The campaigns were highly successful."

- Lee Trevena, Co-Founder, LeaseEagle





## Entering new markets and new avenues for growth

After a couple of years, LeaseEagle had reached the point where they were having significant and continuous success in Australia, with consistency across marketing, sales and implementation. They decided it was time to explore new markets.

“One of the markets we identified was South Africa because it had a number of similarities to Australia – plus they had a lot of retail chains and a fairly underdeveloped software market,” says Lee.

The LeaseEagle team initially thought that they could simply replicate their successful Australian strategy for the South African market. However, Brett Bonser and the align.me team, acting as strategic advisors, encouraged them against this and helped build a market-specific approach.

“The feedback was very clear that if we were to try and do the same thing in South Africa as we’d done in Australia, we wouldn’t be successful. The South African market wasn’t as mature, so our language and our strategy needed to be different,” says Lee.

The experience in South Africa underscored an important lesson in market-specific adaptation. Lee recalls that aligning the marketing strategy to the unique conditions of the South African market was crucial for success. Unlike Australia, where LeaseEagle’s approach had been more standardised, South Africa required a tailored strategy to find early adopters who understood the product’s value.

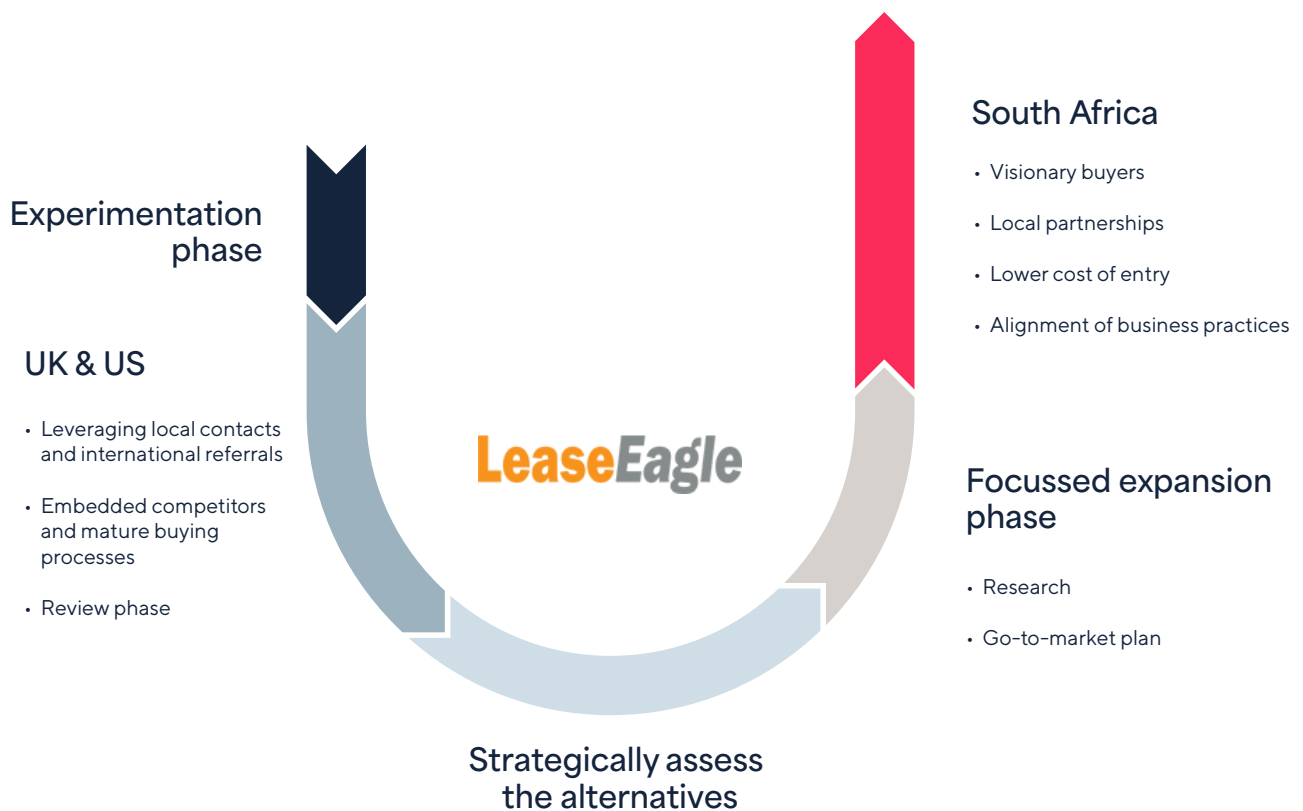
“One of the first foundational pieces that align.me did was completely recraft the CRM to develop automations, which went hand in hand with a complete redevelopment and deployment of our digital presence... We went from knowing when someone inquired to being able to track that person’s entire journey right through to sales conversion and customer onboarding.”

– Lee Trevena, Co-Founder, LeaseEagle



This pivot led to a strong presence in South Africa and offered insights that would inform future international expansions. The ability to adapt strategies for local conditions became a crucial part of LeaseEagle's global growth formula.

## International Expansion



*LeaseEagle's global expansion*



# Hard work pays off

Across the five-year partnership, LeaseEagle and align.me were able to achieve significant and quantifiable growth and sales outcomes both in Australia and the newly entered South African market. This enabled Lee to not only achieve his primary goal of creating an exit event (acquisition) for himself and his shareholders but also to secure a high sale price.

Overall, align.me was able to help LeaseEagle achieve:



**60% increase**

in leads generated from the website



**30% increase**

in closure rate of deals won



**75% increase**

in sales qualified leads (SQLs)

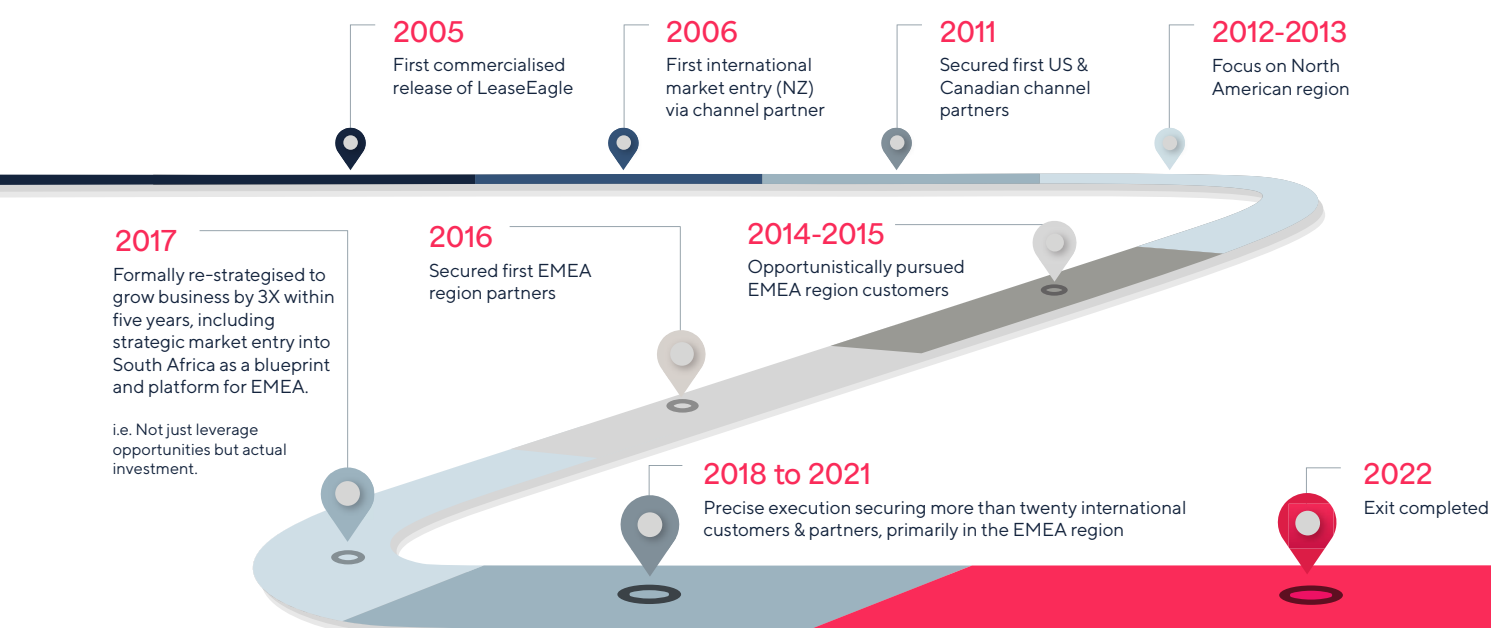


**33% increase**

in monthly sales

## A profitable acquisition

“The ultimate goal was to create an exit event for myself and the shareholders. Once we executed on the final exit, we were talking a number four times what it had been prior to the align.me engagement and that strategic period of five years.” – Lee Trevena, Co-Founder, LeaseEagle



*LeaseEagle's journey: From side-project to an acquisition worth 4x the original valuation*



Reflecting on the journey, Lee is immensely proud of what LeaseEagle achieved, growing from humble beginnings into a business that exceeded all expectations. A successful and profitable exit of four times its original valuation was the culmination of years of hard work and strategic collaboration.



### An acquisition price 4x higher

than before they engaged sales and marketing support

## Partnerships that drive results

Operating sales and marketing in a B2B environment can be challenging. Businesses don't buy the same way consumers do – deals are bigger, sales cycles are longer, and decision makers more plentiful.

For SME owners and business leaders, it can be tough determining what the “right” marketing looks like. What sort of marketing do you need, how much expertise does it require, and how much should you be investing in it? These can

be tough questions to answer. And to make it even trickier, the answers can change over time.

For LeaseEagle, the answer was finding a partner who could bring strategic and tactical expertise, adaptability, and a focus on rhythmic continuous improvement to their marketing efforts. align.me filled this role, providing not just services but a collaborative partnership that fuelled long-term growth.



Lee believes that suppliers should be partners, not just contractors and credits align.me's continuous support and culture of constant improvement as a vital and irreplaceable aspect of LeaseEagle's success. "There was just this constant improvement approach to the account...it was never done. It was always, "how can we improve this?"



"Working with align.me was a true partnership that has driven more value than any other supplier relationship that we've had".

- Lee Trevena, Co-Founder, LeaseEagle

To find out more about how align.me can help you grow your sales and marketing and deliver better support, expertise and outcomes, [contact the team today.](#)



Suite 5, 281 Brunswick St, Fitzroy VIC 3065, Australia  
**+61 3 8595 8400 | [sales@align.me](mailto:sales@align.me) | [www.align.me](http://www.align.me)**

