

A successful graduation

From outsourced marketing to independent growth

When Seertech Solutions was founded in 2003, its focus was clear—delivering world-class learning and compliance management solutions to enterprises around the world.

For nearly two decades, Seertech relied exclusively on referrals and word-of-mouth to fuel its growth – speaking to the quality of their solution. They had no dedicated sales team and no structured marketing efforts.

In 2021, a private equity acquisition created a turning point. With new investment came a mandate for aggressive growth, requiring a fresh approach to sales and marketing. For the first time, Seertech recognised the need to think strategically about how to scale—beyond just having a great product and working hard.

Snapshot:



Founded:
2003



Industry:
Software



Users:
6.5m +



Countries:
190



align.me services:
**GTM design
& outsourced
marketing**

Early days: Wearing multiple hats

In the beginning, Seertech Solutions was a lean operation. The company was built on a deep expertise in technology, with a mission to provide mission-critical learning and compliance management solutions to enterprises worldwide. But like many startups, resources were limited, and the focus was purely on survival.

Scott (Managing Director) and Paul (CEO) were not just the company's leaders—they were the sales team, the product developers, the customer support, and everything in between. "When you first start out, you wear lots of hats," Scott recalls. "All our energy was going into keeping the lights on and keeping the product moving forward."

Marketing and sales weren't a priority. In fact, they weren't even a consideration. Seertech relied entirely on organic growth—word-of-mouth referrals and a strategic partnership, which helped introduce the product to new customers.

The turning point for Seertech came from two key factors. First, their strategic partner, once a major driver of new business, shifted its model and became a competitor. At the same time, Seertech was acquired by private equity investors with a clear mandate for aggressive growth.

The shift forced Seertech to re-evaluate its approach to marketing, facing multiple early decisions:



**Internal vs.
external**



**Marketing
vs. Sales &
Marketing**



**Tactical vs.
Strategic**



"align.me didn't just jump straight into the marketing side of things. They thought about it more strategically and drove the conversation to look at our sales engagement process first."

– **Scott Mahoney**, Managing Director, Seertech Solutions

Kicking things off right: Funnel Camp™

When Seertech first approached align.me, they believed they simply needed “some good marketing.” But what they quickly realised was that throwing money at marketing alone wouldn’t solve their challenges.

Through align.me’s **Funnel Camp™** – a multi-day strategic workshop – Seertech uncovered gaps in their sales engagement process that marketing alone couldn’t fix. Hugh shifted the conversation to the fundamentals:

- | | |
|---|--|
| • What are you selling? | • How painful are those problems? |
| • How are you selling it? | • For which part of the market will that idea most resonate? |
| • What problem are you solving for your market? | • Why would customers choose you? |



“align.me tested and validated our thinking, rather than just agreeing with us”.

– **Scott Mahoney**, Managing Director, Seertech Solutions

Unlike marketing agencies that might have simply delivered campaigns for a fee, align.me took a genuine interest in Seertech’s success and accountability for shaping the whole ‘method’. “Others were happy to just take our money, but Hugh instantly thought about it more strategically,” Scott recalled. “He wanted a success story here.”

By the end of the Funnel Camp, Seertech had a clear roadmap – a defined sales engagement process that informed a smarter, more effective marketing strategy.

Turning strategy into action

Following the Funnel Camp, Seertech partnered with align.me as their outsourced marketing team. With a solid sales and marketing strategy in place, the focus shifted to operationalising the agreed go-to-market plan that would drive brand visibility, generate demand, and support sales efforts.

Some execution highlights included:



Website development

align.me led a complete overhaul of Seertech's website, replacing their outdated, heavy custom-coded site with a modern, theme-based platform. The new site is easier to update, effectively showcases Seertech's core messaging, and visually aligns with the standards of a leading tech company.



Asset creation

align.me developed a suite of high-quality assets to support Seertech's sales and marketing efforts. This included compelling case studies that showcased real-world success stories, informative brochures and in-depth whitepapers addressing industry challenges.



LinkedIn strategy

Recognising LinkedIn's value in B2B marketing, align.me implemented a comprehensive approach. This included running targeted ad campaigns, optimising company and personal profiles, driving outbound engagement, and sharing thought leadership content — all to position Seertech as an industry leader.

The result: A thriving, global business

With align.me's guidance, Seertech gained far more than just a marketing plan — they established a clear, strategic approach to sales and marketing that continues to deliver results.



Sustained growth:

Today, Seertech serves 6.5+ million users across 190 countries and remains a thriving business 22 years after its founding.



Industry recognition

The company has earned 19 industry best practice awards, validating its leadership in learning and compliance management solutions.



Sales engagement clarity:

Through Funnel Camp, Seertech built a defined sales engagement process that remains the foundation today. "We only made some adjustments recently - four years on".



Customer growth:

With a strong focus on sales engagement, Seertech achieved a consistently strong Net Revenue Retention (NRR), successfully retaining and expanding its customer base.

A successful graduation

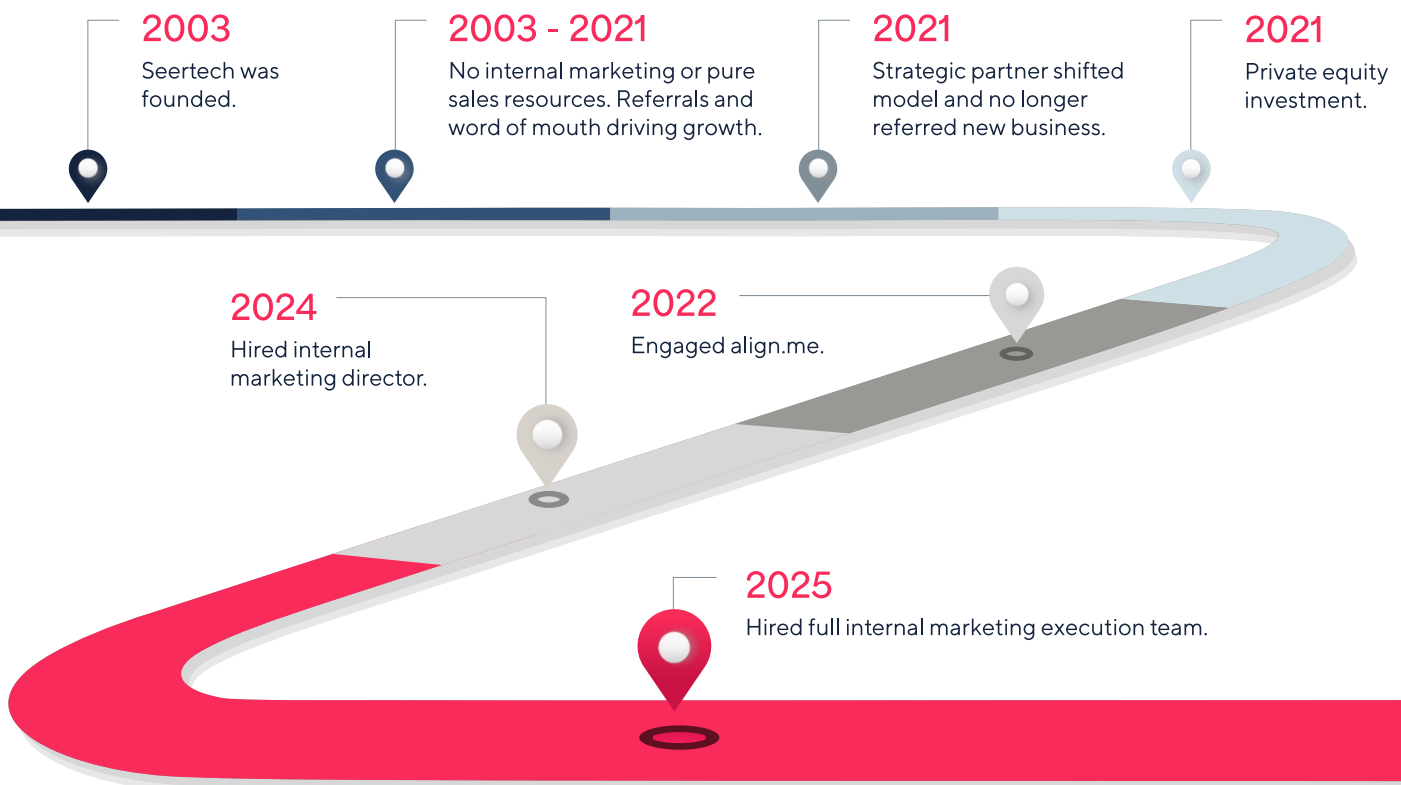
After years of success with align.me's outsourced sales and marketing support, Seertech reached a pivotal point. The company recognised that to sustain long-term growth, it needed to invest in building an internal sales and marketing team.

It wasn't simply about hiring marketers – it was about creating the right ecosystem of dedicated sales and marketing professionals who provide the agility and subject matter expertise required to push the business further.

align.me's view? This is exactly what we were hired to do. Our job is to accelerate growth for our clients to the point where they no longer

need us. When a business like Seertech reaches a scale where building an internal team is now the most strategic choice, or when they've been acquired by a larger company with its own sales and marketing infrastructure, we see it as a testament to the effectiveness of the foundation we've built together – and a clear victory.

Crucially, the transition to an internal team didn't mean abandoning the work done with align.me. The strategies, processes, and insights developed through the partnership remained firmly in place. "We haven't thrown out what we did with align.me. We've just taken it and now we're honing that further using what we've learned," Scott said.





Final Thoughts: Lessons from the Journey

Reflecting on Seertech's growth journey, Scott acknowledges the importance of committing fully to sales and marketing. One key takeaway was the need for dedicated internal marketing leadership. "Trying to juggle too many hats made it hard to give the necessary focus to reviews and strategy," he said. Having someone in-house to drive initiatives alongside external support would have accelerated progress even further.

Another critical lesson was recognising the need to invest at the right level. Seertech was initially spending just 3% of revenue on marketing – far below the recommended 12–15%. While the efforts with align.me delivered results, the limited spend meant the impact wasn't as significant as it could have been.

"Either do it and do it well, or don't do it at all".

He also credits align.me for their willingness to challenge assumptions and test strategies rather than simply agreeing with existing thinking. "You need to be prepared to be called out and ready to pivot," Scott emphasised. "That was one of the biggest early benefits of working with align.me."

Ultimately, the Seertech journey underscored the importance of thinking sales-first and then building a marketing strategy that supports and amplifies those efforts. Rather than taking a scattergun approach, every action was purposeful, aligned to a clear plan, and focused on driving measurable results.

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“It’s a great testament, the business model that you’ve created, this almost incubator that helps organisations like us graduate. I think it’s awesome.”

– Scott Mahoney, Managing Director, Seertech Solutions

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.](#)



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