

ROOTS MANAGEMENT GROUP

CASE STUDY

HOW 3 YEARS OF STRATEGIC MARKETING INFRASTRUCTURE DROVE 127,000+ LEADS AND UNLOCKED \$5.18M IN NEW ANNUAL REVENUE.

THE CLIENT

BLACKSTONE & ARTEMIS CAPITAL-BACKED
200 LOCATIONS
PROPERTY MANAGEMENT

THE CHALLENGE

When Darrin joined Roots Management Group, the marketing function lacked infrastructure. There was no CRM, no lead scoring, no attribution tracking, and no HubSpot presence. The website was underperforming and demand generation was largely passive — relying on organic traffic and 3rd-party listings without a unified strategy.

THE APPROACH

- Built RootsMG.com on HubSpot CMS (personally)
- Implemented HubSpot CRM from scratch
- Built lead scoring & ICP attribution models
- Managed \$2M annual budget, 6-person team
- Launched paid social, SEO & ABM programs
- Stood up 3rd-party listing strategy (Zillow, MHVillage)
- Created BDR program & demand gen infrastructure

THREE YEAR IMPACT AT A GLANCE

127K+

Total Leads Generated

\$5.18M

New Annual Revenue Unlocked

147%

Peak Lead Growth YoY

83%

Sales Growth YoY (2025)

1.35M

2025 Website Sessions

THE FOUNDATION

The results below didn't happen by accident. Years 1 and 2 were about building the right foundation — the CRM, the website, the attribution model, the team. Year 3 was the payoff. A 147% lead growth year that produced 59,297 leads, unlocked \$5.18M in new occupancy revenue, and delivered 83% sales growth is what happens when marketing is run as a revenue function — not a cost center.

SCOPE OF OWNERSHIP

- Brand & Creative
- Paid Search (SEM)
- Paid Social
- Organic Search (SEO)
- HubSpot CRM
- Salesforce (NIRVC)
- Website (built & run)
- 3rd-Party Listings
- PR & Media Relations
- Crisis Communications
- BDR Program
- Culture & Core Values

ROOTS MANAGEMENT GROUP

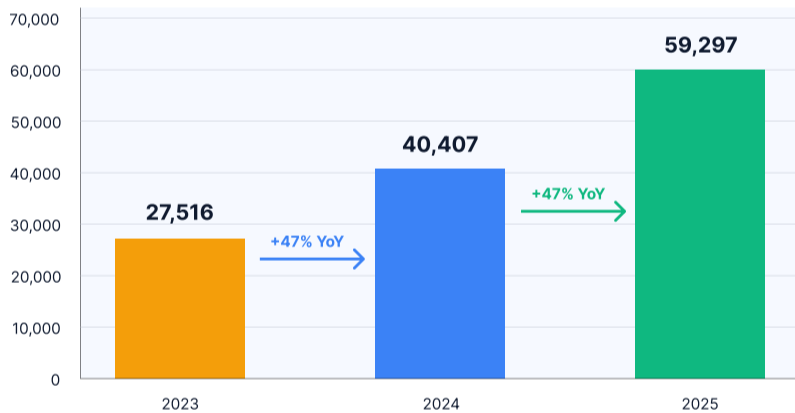
DEMAND GENERATION

THREE YEARS OF COMPOUNDING GROWTH

“Darrin is behind so much growth at Roots. You can see it in most all occupancy initiatives that we have. He has transformed our Marketing department -- from the website, to the resources, and the brand.”

- McKay Lyman | Director of Demand Gen

Total Lead Generation | 3-Year Growth



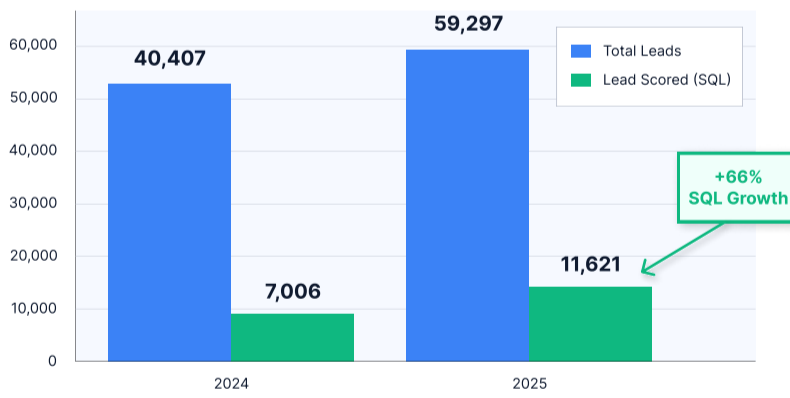
3-YEAR LEAD GENERATION

Total leads grew from 27,516 in 2023 to 59,297 in 2025 — a sustained 47% YoY growth rate across two consecutive years, reaching a cumulative 127,220 leads over the engagement.

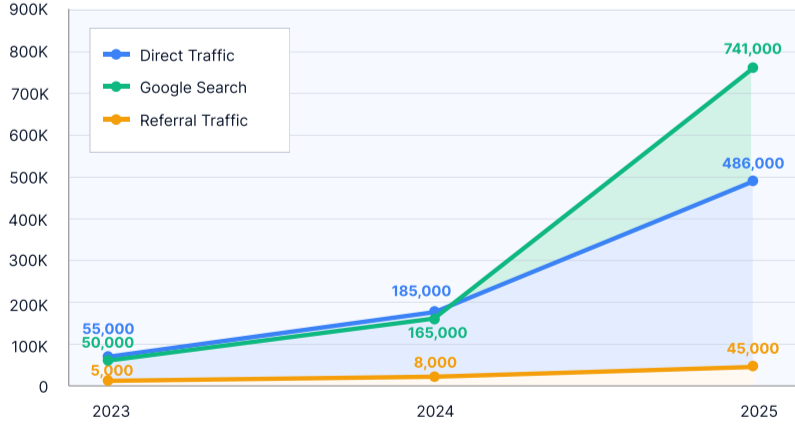
QUALITY SQL GROWTH

Not just more leads — better ones. Lead-scored SQLs grew 66% while their share of total leads increased from 17% to 19%, proving the CRM infrastructure improved lead quality alongside volume.

Lead Volume vs SQL Growth | 2024 - 2025



Website Traffic by Source | RootsMG.com



WEBSITE PERFORMANCE

Organic search lead generation grew from 1,965 in 2024 to 4,445 in 2025 — a 226% increase driven by a deliberate SEO strategy built on top of the HubSpot CMS Darrin personally built and optimized. Organic search accounted for 741,000 sessions in 2025 alone, growing 72% YoY.

WHAT THIS MEANS FOR YOUR BUSINESS

The Roots Management Group engagement demonstrates what's possible when marketing is treated as a revenue function — not a cost center. Starting with zero infrastructure, we built the full stack: website, CRM, lead scoring, demand gen, paid media, organic search, BDR program, and PR.

The result was a compounding demand generation flywheel that produced 127,000+ leads, \$5.18M in unlocked revenue, and a marketing system that delivered 47% YoY lead growth two years running. This is what True Fulcrum brings to every engagement — operator-level execution, not consultant theory and marketing gimmicks.

True Fulcrum works with \$1M – \$20M companies who need senior marketing leadership without the \$200K/year overhead. Every engagement starts with a 30-minute diagnostic call.

Schedule a Strategic Audit @ TrueFulcrum.com

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