

Four years with Sofi Filtration.

From building visibility to building the system underneath it.

A Finnish cleantech company with a patented filtration technology, limited time, and no digital marketing function. We ran their marketing and, over four years, built the data foundation underneath it.



CLIENT

Sofi Filtration

Industrial water filtration · Finland

RELATIONSHIP

2017 – 2021

A four-year partnership

WHAT WE DID

Marketing, then foundation

Understand · Build · Grow

STARTING POINT

Excel & Outlook chaos

No CRM, no marketing function

TECHNOLOGY

HubSpot CRM

Started on the free tier

HEADLINE RESULT

15–20 leads / month

Top-7 Finnish startup, 2017

THE STARTING POINT

Great technology. No way to tell the world — or keep track of who was listening.

Sofi Filtration had something genuinely worth talking about: a patented, self-cleaning industrial water filtration system that cut both freshwater use and wastewater output. For their industrial customers, that meant a real environmental win and a real cost saving at the same time.

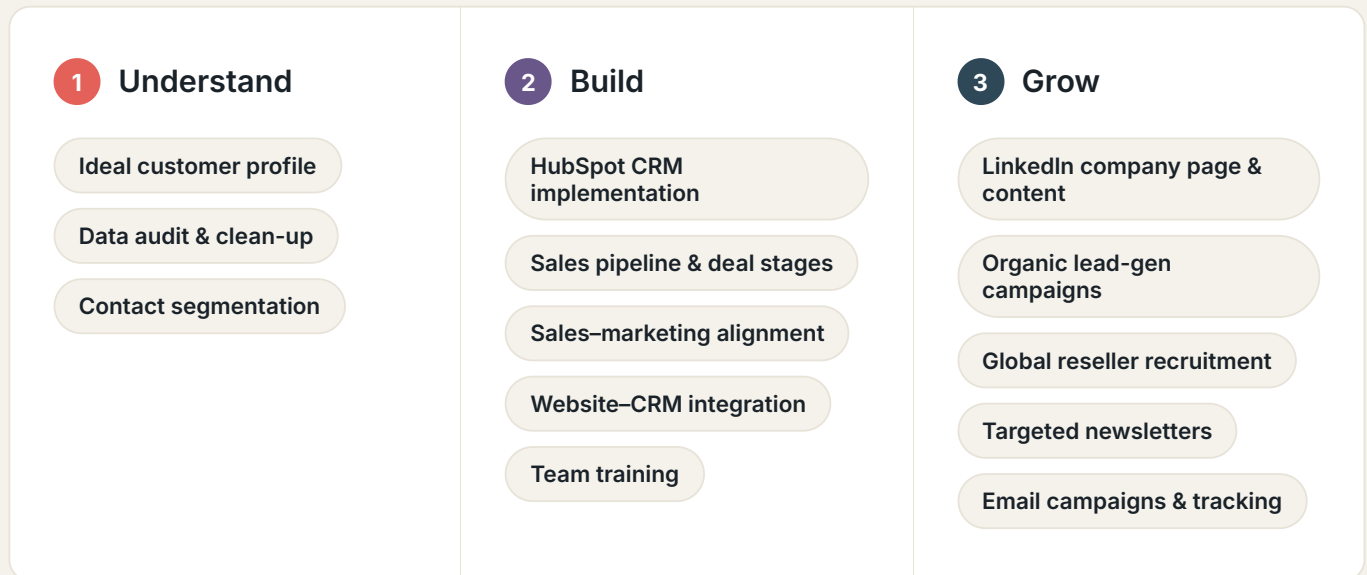
But as a startup, they were stretched thin. Limited time, limited budget, and no in-house digital marketing expertise. They wanted to stay focused on their core engineering — while somehow also telling the world about it and bringing in leads.

And underneath the marketing problem sat a quieter one. As the company grew, customer data was scattered across different online systems, individual employees' Outlook inboxes, and personal spreadsheets. Nobody had an overview of which deals were moving or which prospects were warm.

"Who's actually interested right now — and where did we write that down?"

THE SCOPE OF THE PARTNERSHIP

Over four years the work moved from visibility and leads toward the data foundation underneath. Grouped by where each piece sits in the journey:



THE WORK THAT MATTERED MOST

Three chapters from a four-year relationship

1

GROW

Leads and visibility, without an ad budget

We started where the pressure was: leads. We defined Sofi's ideal customer profile, then found where those people already gathered — industrial and filtration groups on LinkedIn with 100,000+ members. We built the company's LinkedIn presence from scratch and kept it fed with a steady rhythm of company news, technical case studies, and results. All organic. Keeping their lean budget in mind, we ran the whole thing without paid social. The company began pulling in 15–20 registered leads a month, and in October 2017 landed at number 7 on Startup100's list of Finland's hottest startups.

2

UNDERSTAND

BUILD

Then we fixed what was underneath

The leads were coming in — but landing in the same scattered mess of inboxes and spreadsheets. So we gathered the data from every stakeholder and salesperson, cleaned it, and migrated it into one place: HubSpot CRM, starting on the free tier. We added custom properties to segment contacts properly, built lists so marketing could send targeted newsletters, and set up a real sales pipeline with deal stages that

matched how Sofi actually sold. We integrated the website so every form submission dropped straight into the CRM — no manual re-typing. Then we trained the team, company-wide, over several days, and adjusted the setup around their real concerns.

3

GROW

One view of the business, and a reach beyond Finland

For the first time, staff across sales and marketing could see the same pipeline and know what was happening in the sales cycle. Leads stopped falling through the cracks between the two teams. And because the data now sat in one place — segmented, tracked, with the right custom properties — marketing could finally run targeted email campaigns straight from HubSpot: the right newsletter to the right segment, with open and click tracking that told them what actually landed. None of that was possible when the contacts lived in scattered spreadsheets and inboxes. With the foundation in place, we could also point the same organic engine outward — a global campaign to recruit resellers and sales partners that surfaced 30 qualified sales agents worldwide.



We were looking for fast, vast, and cost-efficient digital marketing services. Vidalico understood our needs from the beginning, and there were absolutely no problems in communication. Our sales and marketing materials and messaging are aligned, and our social presence is constant with our marketing goals.



Ville Hakala

CEO & Founder, Sofi Filtration — at the time of the project

THE OUTCOMES

15–20

Registered leads per month, from organic campaigns with no ad spend

#7

On Startup100.net's list of Finland's hottest startups, October 2017

30

Qualified sales agents surfaced globally, all through organic reach



www.vidalico.com
contact@vidalico.com

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