“Beyond a Digital Brochure”

**The Customer**

An established Northeast Ohio manufacturer of industrial products.

**The Issue**

The company is interested in launching new products into the chemical and oil and gas industries. Currently their website is functioning as a "digital brochure" with little or no functionality aimed at generating qualified leads in these industries.

**The Solution**

**Inbound Marketing**

- Interviewed buying teams at current and prospecting customers to understand and/or verify what's important to them when considering purchasing the new products being launched.
  
  *Keywords and vocabulary used by the buying teams were captured for use in later communications about the products. Competitive alternative products and how the customer finds information about potential products was also captured in the interview process.*

- Established written descriptions of target market segments, buying processes, and detailed personas of key functions affecting the buying decision (purchasing, operations, engineering and safety).

**The Results**

The company increased their web traffic by 25% and started to create a database of qualified prospects for these new industries. The company converted 50% of the leads into sales-qualified opportunities, leading to a 200% ROI in six months.

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Partnering Works. Do you need a partner to help make this happen?

To learn more about cost-effective ways to enter new markets, or for ideas on how to overcome growth-limiting problems in your business, contact Ed Weston at EWeston@wire-net.org or 216.920.1965.

**Inbound Marketing**

**The Solution** (continued)

- Developed content (focused on desired outcomes of customers, not on product features) and content calendar for each target persona/industry to be used on website, in email communications, and in marketing communications such as brochures, white papers and in social media.
- Deployed an inbound marketing system that could be maintained and modified by internal staff.
- Created "Calls to Action (CTAs)" to attract website visitors interested in solving problems that the new products were aimed at solving and created landing pages dedicated to capturing key contact information about the prospect. The amount of information requested varied depending on position in the sales funnel.
- Created remarketing campaign to present product ads to prospects during their web browsing, based on their search behavior.
- Emails aimed at prospect lists from website leads as well as past and current customers in CRM system were created and key metrics such as open and click through rate were tracked.
- The company trained its sales force in their new lead management strategy and the sales and follow-up activities were tracked to evaluate the quality of the leads and to make adjustments.