

**NOVEMBER 12, 2020**

# **CASE STUDY**

## **BRIDGING THE GAP BETWEEN MARKETING AND SALES**

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# Technology Company

## CASE STUDY

# **“WHAT AM I GETTING FOR ALL OF THIS MONEY I AM SPENDING?”**

### **PROBLEM:**

A client in the technology space (potential client when he asked that question) was spending over 6 figures with a marketing agency to create content and generate traffic to their website. The problem? No measurable or tangible relationship between those marketing activities (and related expense) to new sales. The client also noted that sales were slowing, not increasing as expected.

### **EXPECTATION:**

While content marketing and SEO will drive traffic to a website, the client expected an increase in sales, which was not being realized.

### **DISCOVERY:**

We discovered multiple missing strategic links which created a disconnect between the current marketing efforts and the goal of increasing sales. The traffic being generated was not attracting ideal customers interested in creating buying relationships.

### **SOLUTION:**

What follows is the strategy we implemented and the crucial steps taken to increased sales and link them directly to marketing investments, assets, and activities.

# OVERVIEW:

Although the traffic to the website was high, it was going to pages that had little to no impact on sales. The Terms and Conditions page and an educational blog post accounted for a large part of the traffic. Neither of these were driving prospects and influencers to the products and services that could generate sales. Our audit revealed minimal interest in the marketing content being produced since it had more of a sales slant and was not perceived as informational or educational. It also didn't encourage people to learn more and drive deeper into the website.





Expensive Google ads were driving traffic to products and services pages. However, the bulk of the traffic was price shoppers and tire kickers, rather than potential customer sales. We immediately stopped paid advertising which saved money, and had little to no effect of traffic and sales. We developed a custom strategy to fix website issues, increase time on the site and engagement, improve content, and achieve the client's desired goals.

## **WEBSITE**

### **PROBLEM:**

Although professional looking, the website information architecture proved difficult to navigate. Additionally, it failed to focus on verticals (industries) and did not explain why the company was a superior choice. Overall, the website was very company (we) centric, talking at customers, not WITH them.



### **SOLUTION:**

We identified and corrected technical issues (broken links and forms), and simplified the navigation, focusing on customer needs. The site had no search options, so we added full search capabilities to improve the customer experience. Then we reworked the home page to promote digging deeper into the website. Finally we added an "Industries Served" section and reworked some page text to become more problem/solution focused with less emphasis on pure sales copy. We also added forms that began to track leads and segment activity by industry, product, and service line.

### **RESULTS:**

The pages being visited on the website increased over 50% and the time on the website increased 25%. This led to a noticeable and measurable increase in sales.

# ANALYTICS



## PROBLEM:

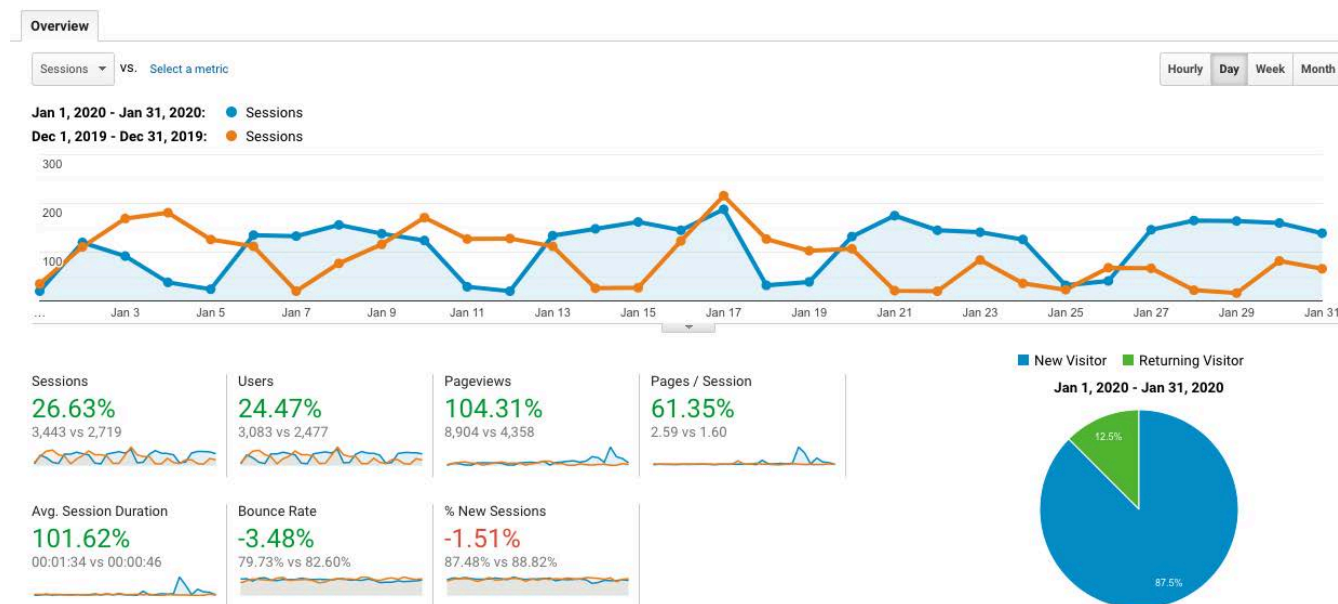
Valuable traffic and email reports were hard for the client to understand. They only focused on successes like the number of hits, falling short in exposing vulnerabilities or opportunities to drive traffic deeper into the website.

## SOLUTION:

We added multiple new resources (Google Search Console, Google Business, and an SEO measurement tool) to provide more complete data. We also created a custom report that incorporated current and historical data to define trends, fix problems, and optimize opportunities.

## RESULTS:

This resulted in a better process to plan each month's activities based on recent data. There was a steady and measurable increase in REAL engagement with the website (1-10 minutes of viewing time). The new forms collected more targeted data that helped the client develop detailed insights and move proactively based on current customer trends.



# CONTENT MARKETING



## PROBLEM:

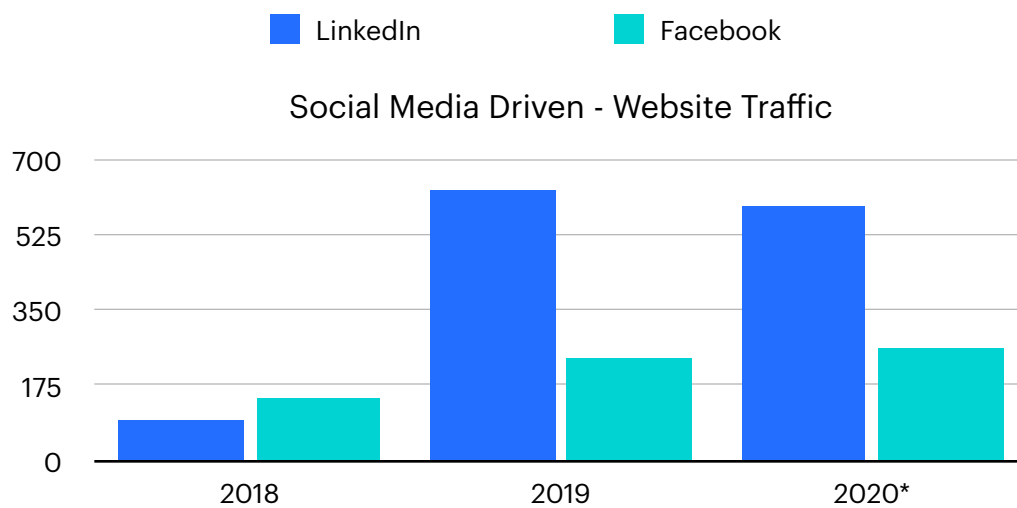
The current blog content was overly sales focused and not addressing the specific questions clients and prospects were asking. There was also a lack of brand consistency between blogging, social media posting, and email marketing, which diminished engagement with all content.

## SOLUTION:

We created multiple blog series, focused on current issues, education, questions, and trends. This helped us create 4-8 weeks of consistent and sequenced content. At the end of each series, blogs were adapted into ebooks (optimizing assets) which created even more opportunities to collect sale lead information.

## RESULTS:

Blogs and content increased website engagement by over 50%. The new resource downloads collected more targeted and engaged leads, ultimately increasing sales.



Work Began January 2019 - 2020\* shows Partial Year Data

# DISTRIBUTION:

## EMAIL

### PROBLEM:

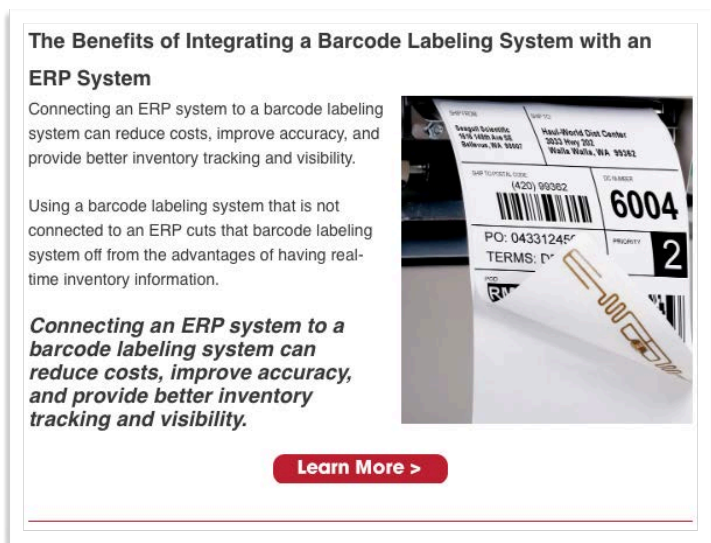
Marketing emails were being sent but very sporadically. They contained multiple stories which led to confusion and decreased open rates and engagement. Lists were not tagged or segmented by purchasing preferences (with just two lists of new and old leads). The old leads were not being updated and continued to have very high bounce rates due to people changing companies.

### SOLUTION:

We scrubbed the lists, verifying which were still active, and removed the bounced emails. Then we cross-referenced the lists with current customers, segmented contacts into new lists, and started to email more consistently. Each email now has only one message which mirrors the content in the blog and shared on social media.

### RESULTS:

This increased open rates and generated more sales conversations than the previous, ineffective method. Email consistency (same day of the week) and frequency (one to two per week), helped the entire system work more cohesively and effectively.



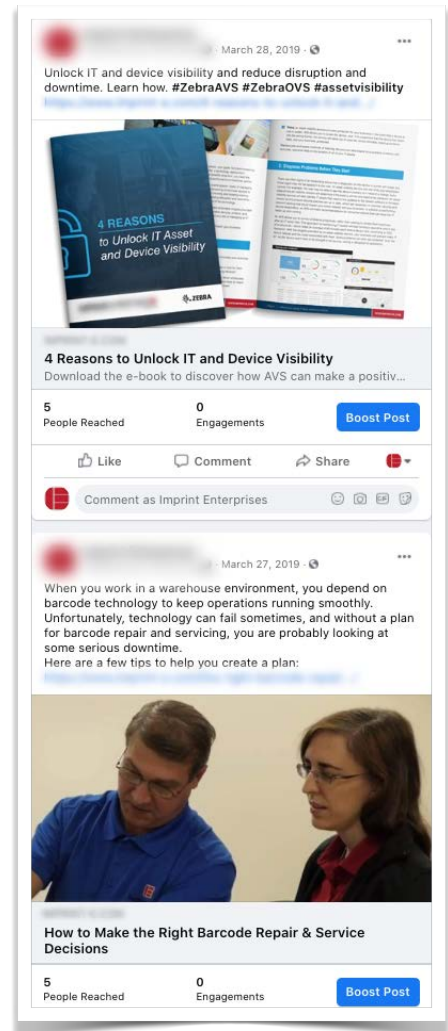
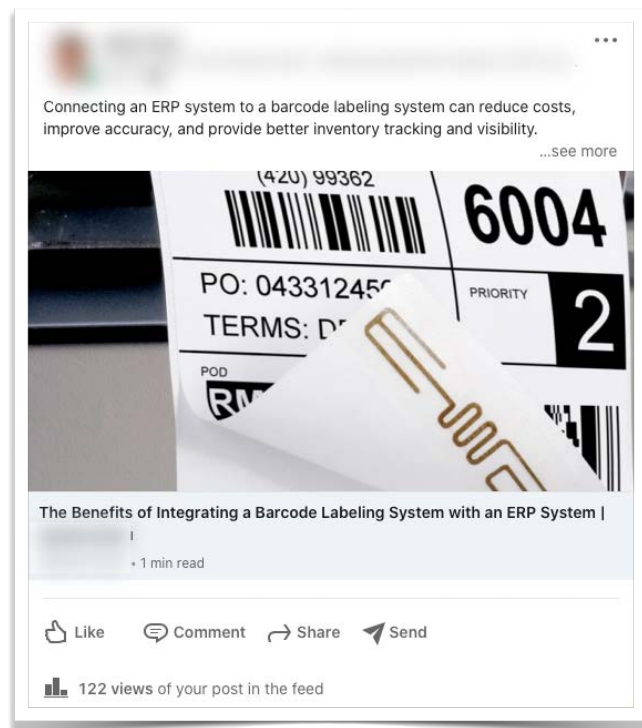
# SOCIAL MEDIA

## PROBLEM:

Similar to email, social media posting was sporadic and overly sales focused. Also, the content was being shared only on social media business pages. Since social media platforms intentionally limit traffic to these pages to boost their advertising revenue, engagement was less than 1%. The primary focus was on Facebook, while their core audience was clearly entrenched on LinkedIn.

## SOLUTION:

Since we were creating more content to consistently share, we started to post 3 times per week on LinkedIn and other social media platforms. We also improved the posts with more engaging teaser text and visually interesting graphics.



## RESULTS:

Engagement has constantly increased, resulting in targeted conversations between sales people and current and past clients

(See **"THE MISSING LINK"** Section below).





## THE MISSING LINK (HINT: LINKEDIN)

Since the company sells primarily business to business, we knew that utilizing LinkedIn would have a huge impact by getting their messages seen by a larger and more engaged audience.

### PROBLEM:

Many businesses neglect LinkedIn because they think it's a personal social media platform, and more of a career and job search website. We found that some employees had not linked to the company business page, while some had multiple accounts (which led to unanswered messaging). Also, some people who had left the business were still connected to the company page (again leading to misdirected and unanswered messages.)



### SOLUTION - PART 1:

We completed an audit of all the employee accounts and helped them to create a unified approach (business focused header graphics and professional profile pictures). Then we helped them link to the business page for a more cohesive company presence.

### SOLUTION - PART 2:

We conducted a company-wide LinkedIn training which taught the staff how to improve their profiles. We also provided proven insights on how to effectively reach out and connect with current, past, and prospective customers (including vendors). This improved connection rates to past customers and prospects. Finally we shared content posting strategies that created greater current connection and engagement.



## SOLUTION - PART 3:

We increased reach from 1000 potential likes on the company page alone, to over 7500 quality personal connections with new content. How? Via a combination of actively posting on primary sales staff members' LinkedIn accounts (with their permission), and alerting all employees that new content was available for sharing (within the LinkedIn ecosystem).



## EMPLOYEE INVOLVEMENT:

Staff and management started logging into LinkedIn more consistently and purposefully. They all saw immediate results which included reengaging past clients in conversations. This ultimately led to increasing sales from both current and past relationships.

# OUTCOMES:

## INCREASED WEBSITE TRAFFIC:

Even during the most recent uncertain business climate, traffic to the website was up over 50%. Quality website engagement (time on the site over 30 seconds) was up over 25%. LinkedIn was a unique source of traffic that kept people on the website for over 5 minutes per session (previously, the average time was 90 seconds or less).

## INCREASED CUSTOMER ENGAGEMENT:

Sales staff reported renewed relationships with customers that have not been heard from in over 2-3 years. People were reaching out via LinkedIn messenger to initiate phone and email conversations. Current customer engagement also increased.

## INCREASED SALES:

Although we can't attribute sales to exact posts or pages, there has been a constant stream of orders for supplies and repairs that can be correlated to the increased awareness of the content being created and shared.

# INCREASED PROFITS:

- *Although the cost of marketing was the same or less, sales have significantly increased, providing a better return on investment on marketing dollars spent.*
- *There is now a system in place that more effectively tracks the data collected through website forms and social media engagement.*
- *Rather than content creation just being an expense, it has become an investment in reusable assets that can be repurposed and reposted, lowering expense while increasing reach.*
- *Past relationships with clients who changed companies were profitably rekindled.*
- *Suppliers started to notice the difference and expressed renewed interest in marketing collaborations.*



## SUMMARY

LinkedIn can be a great source of web traffic and ultimately sales, but the combination of quality content, staff training, and building a quality website all work as a complete cohesive system with measurable results. SEO and paid advertising can generate website traffic, but needs the support of quality customer focused web and informational or educational content to be truly successful. Marketing should always be an investment that shows impact and effectiveness through your sales process and revenues.

**Contact Us** to discuss your specific marketing issues and needs:

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