

Case Study:

Increase ROI & New Leads Using Integrated Inbound Strategy



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Implementing the inbound marketing methodology is a comprehensive process that requires the right mix of marketing strategy, content creation, digital amplification, social media, search engine optimization, email marketing, sales alignment, customer-centric content, revenue growth, and actionable analytics and insights. In order to drive substantial ROI from inbound marketing, it is imperative to utilize all facets of the inbound methodology to create a strategic and tactical approach that will drive continual results for both the business, and for each individual campaign. In this case study, we outline how one of our clients leverages HubSpot, with a comprehensive inbound marketing and sales strategy, to drive growth at all levels of the business.

The Challenge:

100 Percent Financed is a real estate investment and funding organization that works with clients in the United States. Their challenge was that they had a significant amount of content, but lacked a way to share that content with their audience in a way that would reengage existing contacts, generate new leads, and move prospects through their sales funnel to become customers. In addition, while their sales team was generating new sales each month, they did not have a way to track sales progress, qualify leads, and manage their pipelines to identify 'source to deal alignment' to determine the most effective marketing campaigns. The team started evaluating HubSpot agencies to train them on HubSpot, implement the tools most effectively, and manage their content development and inbound initiatives in order to drive growth.

The Solution:

100 Percent Financed turned to Prism Global Marketing Solutions, a HubSpot Diamond Partner, to help build a strategy and sustainable plan to:

- **Automate** the marketing and sales process
- **Create** quality content to resonate with their buyer personas
- **Amplify** their existing content to reengage contacts and generate new leads
- **Analyze** the data to improve upon the plan and continue to drive revenue growth
- **Streamline** business operations

Our team created personas for each customer segment for 100 Percent Financed. From there, we developed a content strategy to align with each of the personas including blog content, email marketing, automation, lead generation initiatives, and social media. This approach included leveraging 100 Percent Financed's existing content and making it accessible to new leads and existing contacts while developing new content to align with the buyer's journey. In addition, we worked with their sales team to develop customized pipelines, deal stages, and sales workflows to align with their product and service offerings to track deals and qualified leads by source.

“Our experience with Prism was nothing short of professional. As our Chief Operating Officer, I was really concerned about our unpredictable income. We had HUGE months and others I wish to forget. After interviewing 6 agencies, I identified 2 consistent concerns. The agencies did not detail a plan or how we could best manage their performance. Plus their websites were unclear and cluttered. Always look at the website of the agency you're prospecting! After getting a glowing referral, I checked out Prism. I spoke with Elyse and I immediately knew who we'd hire. She listened and recapped like a pro. Prism's scope of work was clear and dated. The project mgmt platform we shared to track progress was easy to monitor and update requests. The team was always prompt with meetings and execution. Anything we didn't understand, she explained and provided references. We love Prism! We not only got what we paid for, trackable results, but learned marketing fundamentals as well.”

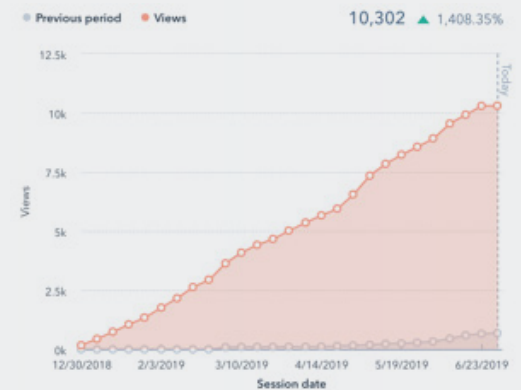
RYAN CATCHINGS
100 Percent Financed



Here are the Results for Marketing Growth for 100 Percent Financed:

Structured Blogging Strategy by Product and Persona:

As a first action item, we added a primary and secondary call-to-action in existing blogs, and all new blogs, because blogs were proving to be effective for both driving new leads, and reengaging their database.



📌 **1,408% increase** in blog views

📌 **1,871 new blog subscribers** (compared to 0)

📌 **99 customers** were influenced by reading a blog post before becoming a customer, which is 28% of customers

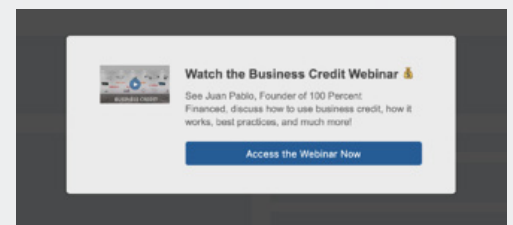
Lead Generation with Dynamic Forms and Calls-to-Action:

The content available on their website was all un-gated, which did not allow people to become leads, or express interest when accessing all of their existing content. We added landing pages to their content offers, and also included progressive and dependent logic to these forms to ensure that only the most qualified leads were going to sales, given their quick increase in digital lead numbers in the first few months.

VIEWS	TOTAL SUBMISSIONS	VIEW TO SUBMISSION RATE	NEW CONTACTS
18,909 ▲ 213.74%	4,551 ▲ 457.72%	24.07% ▲ 77.77%	859 ▲ 242.23%

- 📌 **213% increase** in landing page views as a result of search engine optimization, CTA placement, and link placement, throughout website and blogs
- 📌 **457% increase** in submissions
- 📌 **77% increase** in view to submission rate
- 📌 **242% increase** in new contacts generated on landing pages

- 📌 **Increased Top-of-the-Funnel Conversion with Pop-Up Forms:** Much of 100 Percent Financed's audience was just browsing content, and they can have a longer sales cycle for one of their primary service offerings. It was critical to align top-of-the-funnel pop-up forms to capture those contacts, without making it a barrier to entry.



- 📌 **1,230** contacts engaging
- 📌 **395** sales qualified leads
- 📌 **6.55%** conversion rate (Industry average for these forms is 3.09%, source: sumo.com)

■ **Amplified Social Cadence:** 100 Percent Financed had a strong social following. We were able to engage their existing followers and drive new engagement and new leads on social media through Facebook, Facebook Groups, LinkedIn Company Page, LinkedIn Personal Pages Instagram, Twitter, and YouTube.

■ **43% increase** in social media audience

■ **250% increase** in new leads from social

■ **91% increase** in social media interactions



■ **Improved Email Marketing & Marketing Automation:** 100 Percent Financed was not leveraging email marketing effectively, but had a very engaged database of contacts who were interested in hearing from them regularly. By implementing a strategy around batch email campaigns and marketing automation campaigns based on persona, 100 Percent Financed saw the following improvements to their email performance:

SENT	OPENED	CLICKS	CLICK RATE
608,177	80,950	10,400	1.72%
▲ 124.61%	▲ 207.84%	▲ 241.77%	▲ 51.64%

■ **207% increase** in opens

■ **241% increase** in clicks

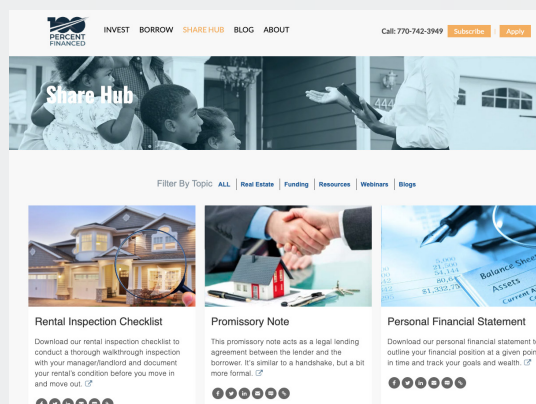
■ **13.34% average** open rate and 12.85% average click rate

Introduced a Content Share Hub:

Given the amount of content that 100 Percent Financed had, and their highly engaged audience, we determined that their content needed to be displayed in one place to allow people to access and share the content.

3,301 views in 6 months

1,082 content shares via social media and email



What Was the Impact of These Efforts?

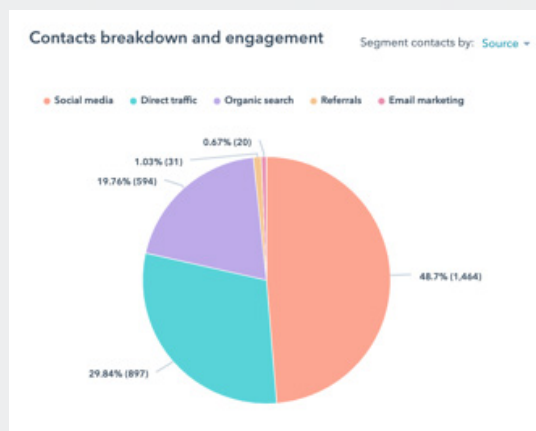
3,006 New Leads: The following shows the increase by source compared to the same prior timeframe.

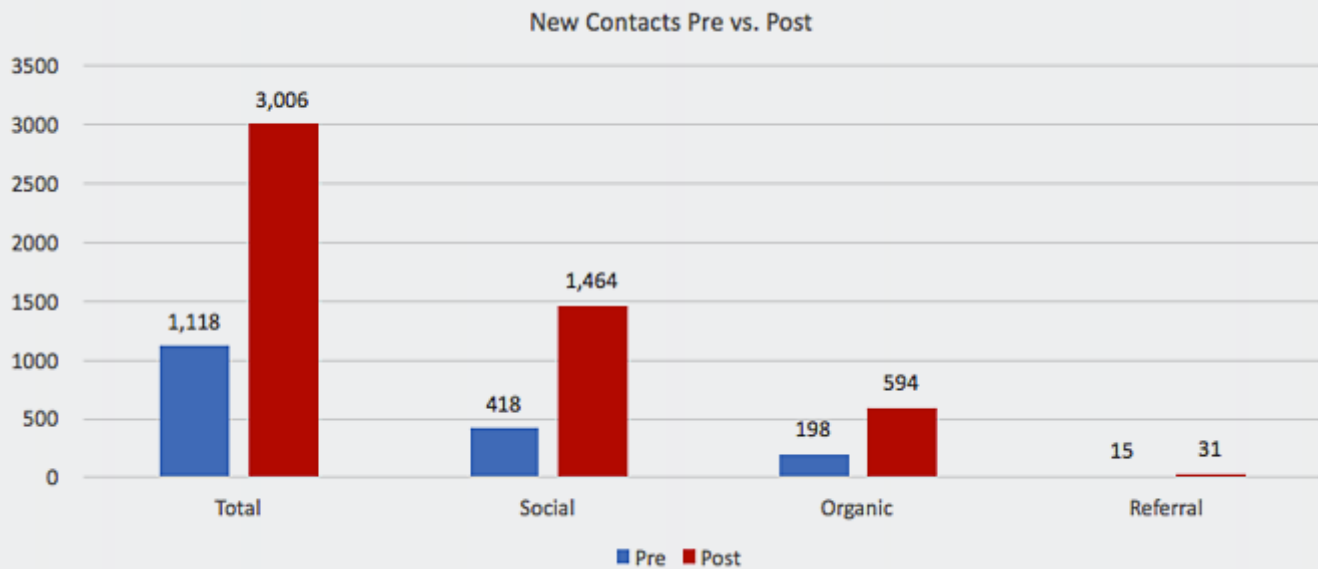
Total: 168% in total new leads

Social: 250% increase in new leads from social

Organic: 200% increase in new leads from organic

Referral: 107% increase in new leads from referral





📌 **2,028 Sales Qualified Leads** (prior timeframe was not tracked before using HubSpot & working with an agency)

1,594 Opportunities (prior timeframe was not tracked before using HubSpot & working with an agency)

358 New Customers Resulting in \$1,045,000+ in Revenue (prior timeframe was not tracked before using HubSpot & working with an agency)

100 Percent Financed saw a 1274% return on their investment

“Elyse and Rich are wonderful! Our marketing department would not be where it is today without their help. We saw a tremendous increase in our analytics in a matter of days and were able to establish a more clear vision of where we needed to go as a company. They provided us relative research when creating our content strategy, their turn around completion time was excellent, and they communicated with us every step of the way on what was going on. I highly recommend using their services.”

RUDY SIMPSON
100 Percent Financed



How Did We Leverage HubSpot Sales & Service Tools Too?

The use of the HubSpot Marketing Hub is critical to generate new and re-engaged leads and contacts, but it's also important to focus on how the sales team takes those leads and moves them through the decision-making process in the most efficient way, and how the service team can connect with customers.

- **Pipelines and Deal Stages:** We quickly saw the need for multiple pipelines and deal stages based on the variety of product and service offerings available.
 - **4 separate** pipelines
 - **41 deal stages** to streamline the sales and operations process
 - **30+ Deal Workflows** created to automate the deal stage process even further for the sales team
- **Templates & Sequences:** With a streamlined approach to sales, it was important to make sure the sales team was equipped with email templates and email sequences to make the follow-up process smoother, help them save time, and improve their follow-up rate. This resulted in:
 - **71% email** open rate for sales templates across their most-used templates
 - **28% replied directly** to the sales rep after opening the email
 - **6% conversion** to book a meeting

■ **Feedback Survey:** The survey tools in the Service Hub gave a streamlined way to create and deploy an NPS survey for customers to gather feedback quickly and efficiently. This tool was tested by sending via email and also through a website pop-up. The results showed that the website pop-up was preferred by customers.

■ **14% conversion rate** to complete the survey

■ **121 detailed responses** provided to senior management

■ **Knowledge Base:** This tool gave us the ability to create content exclusively for customers to help them find the answers they needed quickly and efficiently.

■ **34 new articles** created

■ **2,640** views

HubSpot Connect Integrations:

In addition, we used the following integrations to even further streamline processes and improve efficiencies for 100 Percent Financed.

Databox

Google Search Console

SurveyMonkey

Zapier

Zoom

Teamwork

Proposify

OrgChartHub

As you can see, there are many facets to an inbound strategy that need to work together in complete efficiency to drive the most impactful and sustainable results. With a proven approach to strategizing and implementing the inbound marketing methodology, 100 Percent Financed is now seeing continuous results from their marketing and sales efforts driving new leads, opportunities, and customers.

Get in Touch:

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