

Case Study:

Integrated Business Campaign
Drives 1,190 Sales-Qualified
Leads with a 62% Landing Page
Conversion & Improved Paid
Media Conversion



HubSpot

SOLUTIONS PARTNER PROGRAM

Integrated Marketing Methods:

- 📄 Website Pages & Blogs
- 📄 Webinars
- 📄 Email Marketing
- 📄 Marketing Automation
- 📄 Organic & Paid Social Media
- 📄 Website Pop-Ups

Situation & Background:

Agricen develops and delivers innovative solutions that promote agricultural sustainability and improve plant health and performance. A large part of their marketing efforts is around educating farmers and their distribution partners about best practices in agriculture and how their products positively impact yield/ROI for the agriculture community. One of their downloadable content assets, “Understanding Soil Microbiology and Biochemistry,” is aimed at the top-of-the-funnel education process, and we developed an integrated marketing program around this updated piece of content to drive prospect engagement and customer conversion.

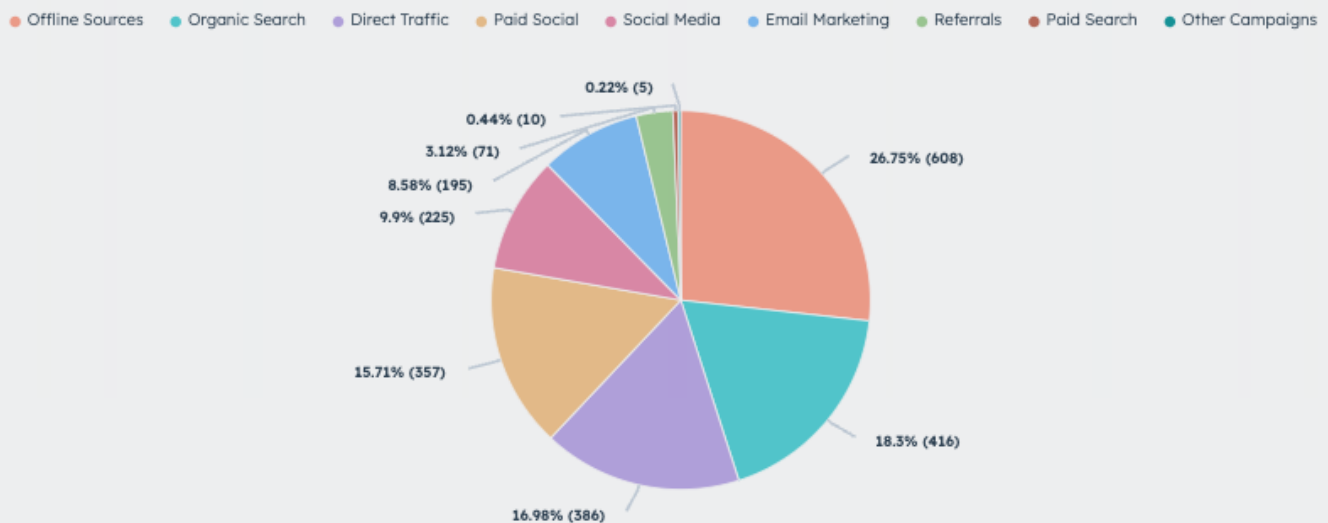
Objectives & Goals:

This piece uncovers how soil microbes and the biochemical compounds they produce play a major role in the nutrients they release, which help to influence plant health and nutrition. As a tie-in to their product line of biocatalyst technologies, they focus on how biocatalyst technology can influence the soil and plant system to help with plant health and growth. The digital campaign around this is geared toward educating farmers, generating leads, identifying the product of interest and crops of importance, and then nurturing these leads in the funnel.

Strategy, Tactics & Results:

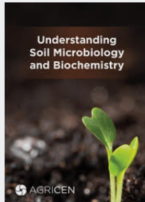
To promote the Soil Microbiology and Biochemistry booklet, we needed to use many forms of media to reach a broad audience, educate existing prospects and customers, and provide information for channel partners to promote and sell the new product. The marketing plan consisted of email marketing, marketing automation, organic social media, paid social media, blogs, and website pop-ups.

In total, this campaign drove **1,190 new sales-qualified leads** through a combination of organic search, email marketing, paid social, organic social, and referral leads. Here is a breakdown of the lead sources for these contacts, and we will cover each of the marketing strategies below.



Landing Page Optimization: To ensure the landing page was optimized for conversions, we shortened the page content, optimized the form on mobile to reduce form fields, and added related imagery so prospects knew exactly what to expect on conversion. This has generated **771 leads at a 62% conversion rate** with a combination of email marketing, organic social, paid social, and organic search.

Understanding Soil Microbiology and Biochemistry



Soil microbes and the biochemical compounds they produce play a major role in nutrient release, influencing plant growth, health and nutrition.

This booklet covers:

- Definitions of soil microbiology and biochemistry
- Influence on plant growth, health and nutrition
- Number of microorganisms in the soil and seasonal activity
- Beneficial roles of soil microorganisms
- Biochemical interactions in the soil-plant system
- Influence on nitrogen, phosphorus and potassium

Simply fill in your information to access your complimentary digital version of the booklet.

Access the Soil Microbiology and Biochemistry Booklet

First Name*

Email Address*

Tell Us About Yourself*

- Please Select -

[Access the Booklet](#)

Contact Us

Agricen
5601 Granite Parkway
Suite 740
Plano, TX 75024

Phone: 800-787-3724
Email: info@agricen.com



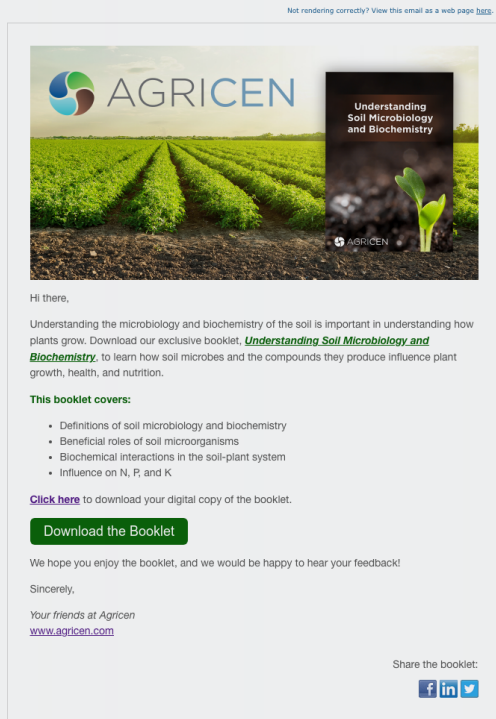
Always read and follow label directions. Check state registration to make sure product is registered in your state. Results may vary depending on soil, climate or other conditions. California Department of Food and Agriculture does not recognize the term biocatalyst as a beneficial term for fertilizer material.

Email Address*

Email Marketing: To promote the booklet, email marketing was critical because Agricen's database is highly engaged. They have a mix of growers and distributors in their database, so it was crucial to connect with both audiences by delivering content that would resonate clearly with both segments. There were **nine marketing emails** related to the booklet for this specific campaign, including:

- ❑ Channel Partner Emails
- ❑ Internal Employee Email
- ❑ Emails Based on Engagement (those who didn't open or didn't click the first email)
- ❑ Marketing Automation Workflows

Here is an example of one of the emails:



The emails have generated the following results:

- 📧 32,121 emails sent
- 📧 45% average email open rate
- 📧 12% average email click rate
- 📧 23% average email click-through rate

Marketing Automation: In addition to batch email marketing, we also created an automated email to add to 7 product marketing automation workflows. Each email was specific to why the booklet is relevant to growers who are interested in that specific product line, so they were highly personalized. In addition, we leveraged AI to send these emails with send time optimization. Send time optimization looks at data for each individual contact in a database and sends emails on the day of the week and time of day that an individual is most likely to engage based on their prior history. These automation emails have performed incredibly well, resulting in an average **open rate of 51% and an average click-through rate of 25%.**

Social Media: Paid and Organic Social is essential to Agricen. They have a very engaged following on their social channels, particularly on Facebook, so we wanted to leverage this as much as possible. We used a mix of content assets such as short videos, quotes from farmers, before and after imagery, and link-based posts. There were **22 social posts** across the campaign across Facebook, Instagram, LinkedIn, YouTube & Twitter.

The social posts have generated the following results:

📌 **22,862 Impressions**

📌 **1,203 Clicks**

Here is an example of one of the social posts:

How do soil microbes influence plant health, growth and nutrition? 🌱 Download the booklet to get a complete overview of soil microbiology and biochemistry including: the role of soil microorganisms, biochemical interactions in the soil-plant system, and more: <https://info.agricen.com/understanding-soil-microbiology-biochemistry-booklet>



Paid Facebook Lead Ad: Facebook lead ads have proven to be very successful for Agricen, so we ran a campaign promoting the booklet where individuals just needed to submit their first name and email directly in-app to watch the webinar.

This resulted in the following:

📄 150K Impressions

📄 290 Leads (\$2.67 per lead)

This was their top-performing ad in 2022 and is \$3.92 less than the next highest-performing ad in terms of CPL.

The following is an example of the creative and content. You'll see consistent imagery throughout the social and other assets, so the branding and repetition help increase conversion.



Website Pop-Ups: With the significant amount of website traffic that Agricen already generates, we promoted the booklet through an exit intent pop-up. This displays when someone is intending to exit the website. (If someone has already clicked to dismiss or has filled out any form to download this asset already, it will not display.)

This resulted in a **75.8% conversion rate, generating 129 leads** across a mix of sources that have been driving traffic to the website.

FORM CONVERSION RATE

75.88%

SUBMISSIONS

129

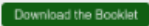


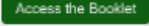

SOURCE	VIEWS ▴ ▾	SUBMISSIONS ▴ ▾	CONVERSION RATE ▴ ▾
Organic search	2,677	42	1.57%
Email marketing	1,597	55	3.44%
Direct traffic	1,399	23	1.64%
Organic social	422	8	1.9%
Referrals	213	1	0.47%

Website Calls-to-Action: We wanted to leverage the existing assets on the Agricen website that already had a great deal of traffic to amplify the exposure of the booklet. To do this, we placed call-to-action buttons throughout the website on relevant pages to provide visitors with a quick way to access the booklet.

These buttons were placed on 31 assets throughout the website, including product pages and blogs. This generated:

- 📄 7,919 call-to-action views
- 📄 1,265 call-to-action clicks
- 📄 201 of the above-mentioned landing page submissions

The following is an example of the call-to-action buttons and data.

PREVIEW	NAME	VIEWS	CLICK RATE	CLICKS
	Download Soil Microbiology & Biochemistry B... Simple	5,173	7.91%	409
	Microbiology & Biochemistry Booklet Simple	837	5.5%	46
	Access Soil and Micro Booklet (Lead Ad) Simple	723	87.97%	636
	Access Soil Microbiology and Biochemistry B... Simple	710	21.55%	153
	Microbiology Booklet Simple	461	3.69%	17

Impact:

- 1,190 sales-qualified leads
- 29% increase in leads from prior year promotion
- Significantly improved marketing automation email engagement leveraging AI and send time optimization, which positively impacts their email reputation score resulting in a 45% average email open rate and 23% average email click-through rate.
- Decrease in the cost-per-lead on Facebook, resulting in more qualified contacts and a decreased ad budget

A Note from Our Client:

"Finding Prism Global Marketing has been instrumental in taking our marketing program to an entirely new level using a range of digital inbound tools. The Prism team has been excellent guides to our journey in utilizing HubSpot to its full potential for our inbound programs and campaigns, helping to connect with our customer community faster, at a deeper level of engagement and with more effective analytics that allows us to continually improve our program. All that and the fact that the Prism team is easy and fun to work with make for inbound marketing success. Like I said, finding and working with Prism has made all of the difference!"

PETER RUZICKA, VP OF MARKETING
Agricore



Get in Touch:

Prism Global Marketing Solutions



www.prismglobalmarketing.com



info@prismglobalmarketing.com



(480) 720-8552



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