

Agricen Drives 495% More Webinar Registrations with GoChime

Agricen, a Loveland Products Company, is an agricultural technology company delivering biochemical-based solutions for efficient and sustainable plant nutrition. Our solutions help growers adapt to the rapidly changing demands of modern agriculture by providing the most effective tools to increase nutrient availability and uptake, improve sustainability and increase yields.

495%

increase in Webinar
Registrations from
Facebook

68%

increase in Leads
across all Channels

The Challenge

Agricen knew from HubSpot that Facebook was an engaged audience, but had yet to capitalize on its lead generation potential. Agricen had been using Facebook Boosted Posts, but were unable to retarget their existing HubSpot leads or Facebook Lookalike Audiences modeled on HubSpot leads on Facebook in an automated fashion.

The Solution

Agricen uses Prism Global Marketing Solutions, a HubSpot Gold Partner Agency, and GoChime, a HubSpot Connect partner, to execute Facebook ads in parallel with the existing email strategy for two main use cases:

The first use case is an overall branding campaign to drive Newsletter/Blog Subscriptions. Agricen synced a Smart List of existing Agricen clients from HubSpot to GoChime, then created and targeted Facebook Lookalike Audiences with mobile and desktop Facebook Page Post Link Ads. Using additional Facebook targeting parameters overlaid on top of the Facebook Lookalike Audience, Agricen was able to add further refinements tailored to their content.

The second use case is for generating leads for a quarterly webinar - a pivotal step in Agricen's lead nurturing cycle. Agricen synced a Smart List from HubSpot of all leads that have yet to make the leap to become a client, including many of the same leads converted the preceding Lookalike Audience of the first use case.

"In just the first month of using GoChime in combination with HubSpot, we created a 495% lift in Webinar Registrations."



Elyse Meyer
Founder, Prism Global
Marketing Solutions

The Results

Using HubSpot to deliver webinar invitation emails and GoChime for webinar invitation Facebook ads, Agricen achieved an immediate lift in webinar attendance. Elyse Meyer, founder of Prism Global Marketing Solutions, states, "In just the first month of using GoChime in combination with HubSpot, we created a **495% lift in webinar registrations** for our client compared to our previous methods."

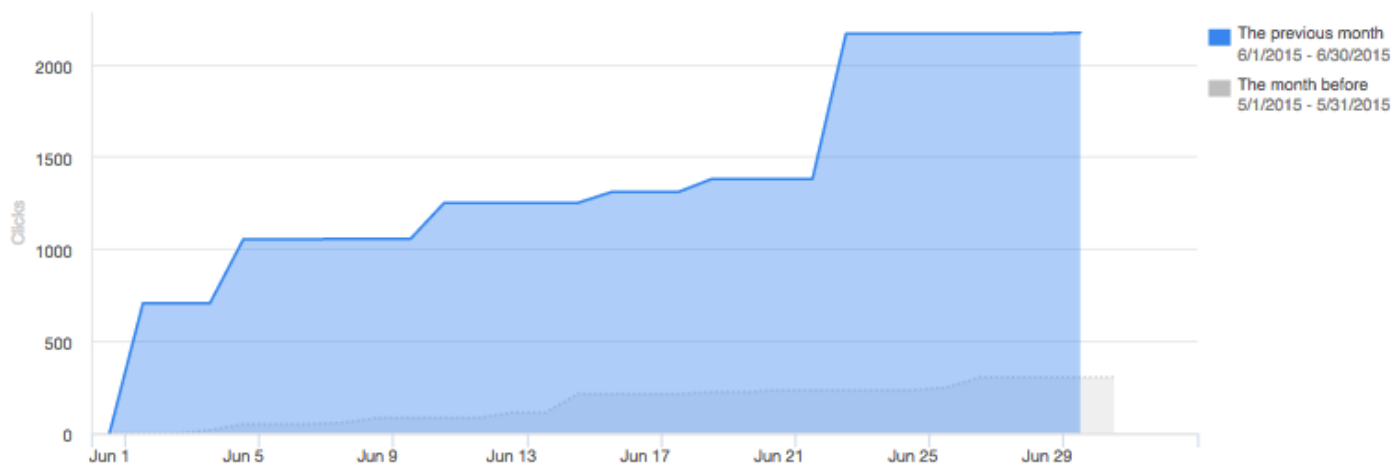
Over the course of the next three months, GoChime would continue to drive **156% lift across Newsletter Signups and Webinar Registrations** from Facebook than Agricen was generating using Facebook Boosted Posts and email marketing. Furthermore, Agricen generated significant ancillary Facebook-specific activity including a **617% increase in Clicks, a 25% increase in Followers, and a 10% increase in Interactions.**

Here's what your followers thought.

You published fewer messages the previous month than the month before but those messages are performing better.

- 11 of your messages contained links and received **2,173 clicks**. That's **197.5 clicks per message**, up from 21.6 the month before (and better than 99% of HubSpot customers with a similar number of fans and followers).
- Your 12 messages had **895 interactions**. That's **74.6 interactions per message**, up from 50.6 the month before (and better than 96% of similar customers).

2,173 clicks **+617.2%** (303 the month before)



Across all channels over the 90 day time period, GoChime contributed to a 68% overall lift in leads for Prism Global Marketing Solution's client Agricen.

"Facebook may not seem like the optimal channel to generate leads and deep engagement for a B2B company like Agricen," states Peter Ruzicka, Agricen's VP of Marketing. "What we found," Mr. Ruzicka continues, "is that the channel doesn't matter if we are able to reach our prospects through the channel that is most familiar to them, which Facebook is for many of our prospects."

Learn More & Schedule a Consultation

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