

# 926 Sales Qualified Leads Generated with a Comprehensive Content Marketing Program



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## Project Background

Our client is a full-range supplier for function and leak testing and flow measurements. They are based in Germany but serve manufacturing companies around the globe. They did not have a dedicated digital marketing program, so they had yet to do integrated content marketing to drive growth. As one of the first initiatives with their team, Prism Global Marketing Solutions worked with the team to create a top-of-the-funnel eBook in German and English to drive qualified lead generation and prospect engagement.

## Content Marketing Campaign Objectives

The goal of the eBook content marketing program was to leverage many different areas of digital marketing to drive new leads and re-engage existing prospects and customers. Through the two languages, we could engage most of their ideal buyer personas, ensuring we met the needs of their global audience. The primary goals were:

- Provide a way for website visitors to engage in content and become a “known contact” for future engagement. If they are not at that stage in the buying process, give them a lead without connecting with sales.
- Improve lead generation across several target markets with two language options of the eBook.
- Re-engage existing prospects and customers to bring them further through the funnel and open new opportunities.
- This will increase the number of deals for the sales team, giving them comprehensive content to share with their prospects and continuing to show thought leadership.

## Strategy, Tactics & Results

As part of this content marketing campaign, we wanted to ensure we leveraged many digital marketing techniques to engage their audience. These included Email Marketing, Website Engagement Through CTAs and pop-ups, Blog Promotion and conversion, and Organic and Paid Social Media. The following are the individual promotion strategies for each channel and their results.

■ **Email Marketing:** Promoting the new eBook by email was essential to engage their existing database. They had not done much email marketing in the past, so this was a relatively new way to connect with their audience, and the eBook was a great way to increase overall email engagement. The two initial emails saw the following results (average across the German and English emails):

- **Average Open Rate: 35.6%**
- **Average Click Rate: 19.2%**
- **Average Click Through Rate: 54.4%**

OPEN RATE ⓘ	CLICK RATE ⓘ	CLICK-THROUGH RATE
33.77%	22.52%	66.67%
37.5%	15.91%	42.42%

This is an example of the German version of the email.

[View in English](#)



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Mit freundlichen Grüßen,  
Ihr innomatec Team



■ **Website Engagement Through CTAs & Pop-Ups:** Promoting the latest eBook on the website was essential to drive new lead generation. We wanted to be sure we gave website visitors a straightforward way to convert to download the eBook and start receiving follow-up information to drive them through the funnel. We did this through a combination of calls-to-action on the website and a pop-up displayed upon exit intent. Each of these assets was in German and English, displayed based on the website they were visiting and the IP address of their browser. The results were as follows:

- **Blog Sidebar CTA:** We wanted to ensure the eBook was prominently displayed on every page of their blog. To do this, we added a call-to-action to the right sidebar, which stays static on the page regardless of which blog they view. This resulted in a 38% conversion rate, **driving 82 new contacts.**
- **Landing Page Conversion:** The website's CTAs drove activity directly back to the respective landing page for that language. The following is the English version of the landing page. The landing pages drove **266 re-engaged contacts** and **162 new contacts from the website conversion activity.**

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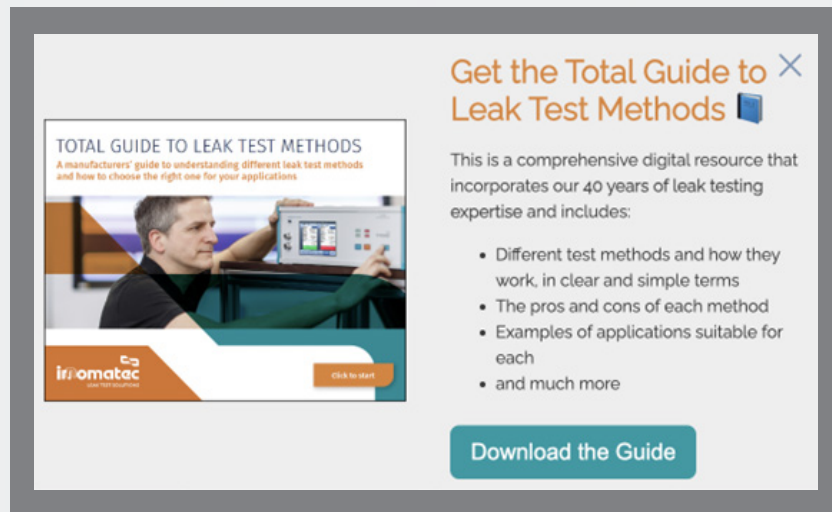
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- 📌 **Website Exit Intent Pop-Up:** This pop-up is displayed upon exit intent to give one final opportunity for a website visitor to engage with the site and download the eBook. This resulted in **519 new contacts**. Below is an example of the English version.



- 📌 **Blog Promotion & Conversion:** Organic content will continue to drive organic search traffic and ongoing lead generation for this asset. To help with this, we worked with their team to develop related un-gated content for their blog and included calls-to-action to download the eBook for more in-depth information and insights. The calls to action have been included on eight blogs between their German and English sites. This has resulted in **72 new contacts** from organic promotion of their blogs. The following shows the call to action on one of their blogs





- **Organic & Paid Social Media:** We leveraged organic and paid social media to promote eBook media. The following is an example of an English post. The combined results were as follows:

- **Impressions: 383,522**
- **Clicks: 2,582**
- **Average CTR: 1.38**
- **New Contacts Generated: 91**



The image shows a LinkedIn post from the company 'innomatec Leak Test Solutions'. The post includes a blue LinkedIn logo, a title 'Discover our new complete leak testing guide!', a paragraph about the company's 40 years of experience, a bulleted list of three benefits (testing methods, advantages/disadvantages, and application examples), and a call to action with a URL. Below the text is a large image of a hand holding a tablet displaying the cover of the 'TOTAL GUIDE TO LEAK TEST METHODS' eBook. The cover features the innomatec logo, the title, a subtitle, and a photo of a man working with a leak testing device.

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A manufacturers' guide to understanding different leak test methods and how to choose the right one for your applications

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## Business Impact

- **New Deal Activity:** This campaign resulted in 10 new sales opportunities for the team, totaling an approximate revenue value of €610,000.
- **Website Traffic:** This campaign has driven 4,410 website sessions, 3,042 new visitor sessions.

SOURCE	VIEWS ▾	NEW VISITOR SESSIONS ▾
Organic social	2,644	2,584
Other campaigns	1,315	174
Email marketing	451	284
<b>Report Total</b>	<b>4,410</b>	<b>3,042</b>

- **Lead Generation:** During the first half of 2024, when this campaign launched, 926 sales-qualified leads were generated.
- **Improved Marketing Engagement and Activity:** Overall, marketing engagement and activity were dramatically enhanced. The following shows the various marketing activities that could be attributed to lead generation and re-engagement.

ASSET TYPE	UNIQUE MARKETING INFLUENCES ▾
Marketing Email	1,026
CTA	584
Landing Page	287
UTM	253
Workflow	249
FORM	247
CTAs (Beta)	139



## Get in Touch:

### Prism Global Marketing Solutions



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