

475% increase in qualified leads through gated content - Clearmount.com



Customer Success Story

- **457% increase** in quality leads in the first 30 days of launching new content
- 89 new leads in 3 months versus 0 quantifiable leads in the 3 month period before website launch
- **Industry:** Custom manufactured recognition and awards products

The Marketing CoPilot team will take you to places in digital marketing you did not think were possible. Their expertise about content marketing, keywords and value propositions have made the difference for our company's new website that they designed, launched and continue to manage. Teaching our team to understand the correlation between blogging, keywords and SEO, has enabled us to utilize our website as our best lead generation tool. As we continue to work with Marketing CoPilot to fine tune our content marketing strategy, I know we will continue to see our rankings rise on Google and receive great leads from our website.

- Rosalind Plummer, V.P. Sales & Marketing, Clearmount

The Project

Clearmount (clearmount.com) is a premier manufacturer of customized recognition and awards products based in Toronto, Canada. Clearmount produces high quality product lines including eco-friendly frames, Lucite awards and engraved SIGG water bottles. They were well-known in the Toronto awards market but they needed to become found in the North American marketplace.

Clearmount wanted to invest in a digital marketing program that would expand their geographical market online. Their goal was to gain more opportunities to attract new customers while enhancing their reputation with current customers.

3 Step Methodology

Define Demand Generation Strategy 

Lead Collection 

Lead Nurturing & Sales Conversion 



define demand generation strategy

lead collection

lead nurturing & sales conversion

The Opportunity

Marketing CoPilot has a methodology for developing buyer-centric content based on value proposition strategy, buyer mapping, organic keyword strategy, and editorial calendar development. Using this process we developed buyer-centric content, that reflected Clearmount's value proposition, "Premier Manufacturer of Customized Recognition & Awards Products".

Clearmount needed to increase their web presence. The ultimate goal was to use buyer-centric content like blogs, email marketing and social media as part of an integrated marketing strategy that drove traffic to their website which was set up as a lead generation and lead nurturing tool.

The Execution

Working with Clearmount's management team, Marketing CoPilot developed and tested content that would improve visitor engagement on the website.

A major milestone in the program was Marketing CoPilot's recommendation to gate content. This would require visitors to complete a simple form at the right time of the buying process that allows a visitor to get access to product catalogues and price lists. The recommendation was based on data which indicated that a significant number of visitors were downloading this content but not reaching out to Clearmount afterwards.

Gating the right type of content that was perceived to have a lot of value would indicate how willing a visitor was to engage with the company.

Marketing CoPilot concluded through data analysis that if visitors were willing to supply their email address and phone number to access this content, they would be indicating a high level of interest in taking a next step with the company. Some content was left ungated for visitors "just browsing", but pricing content was an important indication in their lead generation process.

The Results

Before the launch of the new website, the site was garnering zero leads.

In the first month post-launch, the site received **7 leads** via contact request forms and **107 downloads** for the catalogue or pricing content. Clearmount had no way to follow up with the 107 downloads of the content. They were not able to convert these visitors via mild interest of blog content because they had no ability to track information.

Once the catalogue and pricing content was gated, Clearmount received **6 leads via request for contact forms and 33 leads via the download of catalogue/pricing content**.

Our initial goal of gating this content was to help Clearmount achieve 10-15 leads per month. Instead, we saw 3 X that goal in the first month.

By gating content that relates to an important step in the buyer journey we were able to build a sales pipeline and improve lead quality. The right form at the right time indicates the level of interest therefore improving the quality of leads generated.

Buyers are behaving differently these days.

Content + WordPress + testing = leads + customer retention

Your website is the new FIRST sales conversation. How well does it perform?

Contact us and get a free consultation. 416.218.2009