

# 445% increase in qualified website leads by engaging prospects earlier in the buying process – [recyclingequipmentcanada.com](http://recyclingequipmentcanada.com)



## Customer Success Story

- 445% increase in leads generated through website
- 253% increase in conversions
- 95% of leads were high-quality leads vs. 75% prior to program
- **Industry:** Recycling Equipment

*"Marketing CoPilot helped us develop a more engaging and effective digital dialogue with our prospects and as a result, we're talking to prospects earlier on in the process. This enables us to provide them with the guidance they need before they buy and lays the ground work for developing a solid business relationship with them at the very beginning. The number and quality of the leads generated by our new Digital Marketing Strategy has significantly increased and has resulted in an increase in sales. It has also helped us identify new areas of demand and expand our offering accordingly."*

- **Martha Mackay, CMO,**  
**Recycling Equipment Canada**

## The Project

Recycling Equipment Canada ([recyclingequipmentcanada.com](http://recyclingequipmentcanada.com)) is a consultative sales company that sells commercial recycling equipment to Canadian companies. Recycling Equipment Canada's consultative approach addresses a problem that many recycling companies face, namely how to launch or expand their recycling operations in a profitable manner.

After working with two marketing agencies to redo their websites, Recycling Equipment Canada's site was still not performing to their standards from a lead generation or lead nurturing perspective.

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

Product-based companies tend to use product information as the core for their websites. But reams of content, unorganized for logical visitor flow and a lack of call-to-action make a website confusing to visitors – disjointed product information does not guide a prospect through the buyer journey.

When we started working with Recycling Equipment Canada, we helped them outline their ideal customer and the steps those customers take to choose recycling equipment. Called a Buyer Map, the Buyer Map informs better organized content and conversion points that can be tested. In this way we can determine content that is being consumed at certain steps in the buyer journey in order to understand how to improve lead generation by improving content, navigation, etc.



## The Execution

After analyzing the Recycling Equipment Canada website, we determined that although there was a great deal of valuable product information, it was being presented too early in the buying process. The visitors that were being targeted were not ready to choose recycling equipment because they were still in the education phase. When they visited the site, they weren't sure what they wanted to recycle, therefore they didn't understand which products were right for their business.

We addressed this gap by:

- Developing a Keyword Strategy to ensure that the content was comprised of subject matter that resonated with buyers.
- Creating buyer-centric website, email and social media content that helped buyers determine the right equipment for their business.
- Testing and analyzing content to determine which content generated leads and led to conversions.

One of the key building blocks of this program was the, "Guide to buying the right recycling equipment". This guide is one of the first things a visitor sees when they land on the homepage and is a prominent fixture on every single product page throughout the site.

## The Results

12 months after implementing their Digital Marketing Strategy, which included a complete redesign and restructure of the content on their website, Recycling Equipment Canada significantly **increased the number and improved the quality of their inbound digital leads.**

- Leads generated through the website **increased by 445%.**
- Conversion rate on the website **increased by 253%** in the first year.
- **95% of the leads** coming through the website were **quality leads versus 75%** the year before.
- Website experienced a **54.41% increase in user sessions with a 32.24% increase in number of pageviews.**

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