

# 242% increase in qualified leads using customer-focused content & better conversion strategy

## - Darcor.com

### Customer Success Story

- **242% increase** in quality website leads in the first 30 days of launching new content
- 123 new leads in first month post-launch versus 36 leads in benchmark pre-launch month
- **Industry:** Better workplace ergonomics through custom designed casters

*“By changing the content on our website to be more customer-focused and improving navigation, we were able to realize significant improvement in quantity of leads into our pipeline. We are continuing to produce content to both engage with new prospects and nurture our existing relationships.”*

*– Vaughn Pipe, V.P. Sales & Marketing, Darcor*

#### 3 Step Methodology

Define Demand Generation Strategy



Lead Collection



Lead Nurturing & Sales Conversion



## The Project

Darcor Caster and Wheels ([darcor.com](http://darcor.com)) is a manufacturer and distributor of customized industrial casters. Darcor produces high quality casters which are proven to improve workplace ergonomics and reduce workplace injuries.

Darcor is well-known in the industry but they wanted to improve their website to drive home their value proposition. Specifically, they wanted to target the ergonomics market as their value lay in the ability to identify, supply and support ergonomic improvements through use of Darcor casters.

Darcor wanted to invest in a digital marketing program that would identify and communicate their value proposition. Their goal was to gain more opportunities to attract new customers while enhancing their reputation with current customers.





## 1. define demand generation strategy

### The Opportunity

Marketing CoPilot has a methodology for developing customer-centric content based on uncovering a strong value proposition and using it as the foundation to understand how the idea customer buys using which keywords. Using this process we developed buyer-centric content, that reflected Darcor's identified value proposition, "Wheel technology that exceeds ergonomic mobility standards."

Darcor needed to drive the right, quality prospects to their web presence. The ultimate goal was to use customer-centric content like blogs, email marketing and social media as part

of an integrated marketing strategy that drove the right traffic to their website which was set up as a lead generation and lead nurturing tool.



## 2. lead collection

### The Execution

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

A major milestone in the program was the development of a guide which was available as a free download on the website. This guide and the content throughout the site focused on the theme of workplace ergonomics. *The Guide to Workplace Ergonomics* was created to inform and engage both current customers and prospects with ergonomics as a key goal.

In addition, content throughout the site including blog posts and industry-specific content pages were also focused on improving workplace ergonomics and educating about the impact of the right caster used in the right situation. The content also focused on injury reduction and other cost benefits to the company, which provided the answer to "what's in it for me?" for the visitor.



## 3. lead nurturing & sales conversion

### The Results

Before the launch of the new website, the site delivered 36 leads in the pre-launch benchmarking month.

In the first month post-launch, the site received **44 leads** via contact request forms and **79 downloads** of *The Guide to Workplace Ergonomics*.

Since the guide downloads were dependent on the visitor providing their email address, Darcor was then able to secure these visitors as leads and follow up with them.

visitors were high quality prospects who had interest in improving workplace ergonomics and were willing to improve wheel quality to achieve their goal, making them quality leads.

By providing gated content, *The Guide to Workplace Ergonomics*, that relates to an important step in the buyer journey, we were able to improve the website-generated lead pipeline and lead quality.

Given the subject matter of the guide, the