

# Evidence-based Marketing

## 475% increase in qualified leads

### 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



#### The Client

Clearmount is a premier manufacturer of customized recognition and awards products based in Toronto, Canada. Clearmount produces high quality product lines including ecofriendly 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.

#### The Opportunity

Marketing CoPilot has a methodology for developing buyer-centric content based on Value Proposition Strategy, Buyer Map, Keyword Strategy 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.

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### 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 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

#### Gated Content Improved Results

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

- First month post-launch, the site received leads via contact request forms and had downloads for the catalogue or pricing content but they had no way to follow up with the people who had downloaded the catalogue
- Once the catalogue and pricing content was gated, Clearmount received 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 three times that number in the first month alone.

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.

"The Marketing CoPilot team will take you to places in digital marketing you did not think were possible. Their expertise content marketing, keywords and value propositions have made the difference for our company. Coaching 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 work with Marketing CoPilot to fine tune our strategy, we continue to achieve our sales goals".

- Rosalind Plummer, VP Sales & Marketing, Clearmount

Start driving more leads and sales.

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