

# Evidence-based Marketing...

## 445% increase in qualified website leads

### Customer Success Story

- 445% increase in leads generated through website
- 253% increase in conversion
- 95% of leads were high-quality



[recyclingequipmentcanada.com](http://recyclingequipmentcanada.com)

#### The Client

Recycling Equipment Canada is a consultative sales company that sells commercial recycling equipment to Canadian companies. Recycling Equipment Canada's approach addresses a problem that many recycling companies face: 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.

#### 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.

The initial opportunity was to help REC outline their ideal customer and the steps those customers take to choose recycling equipment. A Buyer Map, informs better organized content and conversion points that can be tested. In this way, we determined 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 and overall website effectiveness.

# Evidence-based Marketing...

## 445% increase in qualified website leads

### The Execution

Using data from the previous Recycling Equipment Canada website, Marketing CoPilot identified 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.

How we addressed the gap:

- Developed a Keyword Strategy to ensure that the content was comprised of subject matter that resonated with buyers
- Created buyer-centric website, email and social media content that helped buyers determine the right equipment for their business
- Tested content such as *The Guide to Buying the Right Recycling Equipment* to help confused buyers take the first step in the buyer journey. This significantly improved lead quality

### The Results

#### Engaging Visitors in the Education Phase Dramatically Improves Lead Quality

Twelve 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 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 prior
- Website experienced a 54.41% increase in user sessions with a 32.24% increase in number of pageviews

“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

Start driving more leads and sales.

Download the **Essential Guide to Content Marketing**



marketingcopilot®

Evidence-based marketing

[www.marketingcopilot.com](http://www.marketingcopilot.com)

[info@marketingcopilot.com](mailto:info@marketingcopilot.com)

416.850.1672