

Manufacturer Transitions to Modern Marketing: Improves Revenue and Buyer Experience for Dealer Network

Our Client

Our client is a subsidiary of a Fortune 100 company and is a leading manufacturer of hot tubs/spas and aquatic fitness products. They sell through a dealer network, but generate leads through national multichannel marketing campaigns and localized dealer co-marketing.

Situation

Our manufacturing client historically focused on digital marketing to achieve its goal of selling more hot tubs and aquatic equipment. Web traffic was strong, from a mix of pay-per-click campaigns, search engine optimization, and syndication partnerships. Yet the marketing team didn't have good visibility into how those digital leads were converting into buyers. There was no way to measure the effectiveness or track the ROI of the leads provided to their distribution network. They needed better lead to revenue tracking. And, they wanted field insights into buyer needs, the buying journey and decision-making process. Our client wanted a stronger, consistent customer experience through their national marketing efforts and dealer network to attract and convert new customers.

Solution

To identify actionable insights on the buyer journey, Televerde worked with our manufacturing client to understand the different buyer personas making a hot tub purchase and then mapped out the path and decision points leading to a purchase.

"We evolved from running event-based, batch-and-blast email marketing to targeted, persona-specific campaigns. This resulted in higher email and content engagement and the ability to connect marketing efforts to revenue."

- VP of Marketing

Industry

- Manufacturing

Success Highlights

- 7000 leads generated and tracked
- Leads valued at \$36 million
- 100% acceptance from dealership channel

Televerde Services

- Marketing Automation
- Strategic Engagement Planning
- Demand Generation & Teleservices

We implemented the marketing automation tool, Eloqua, to help nurture different buyers with relevant information that was important to them. Next, we implemented and optimized Salesforce CRM to enable an efficient sales process for an optimal customer experience. With a new, easy process and training for its dealer channel and Salesforce, the acceptance of the sales tool soared to 100%.

With marketing and sales technology implemented and processes established, campaigns were designed and developed. Lead nurture campaigns were developed for each of the buyer personas and demand generation campaigns launched. Ongoing support with sales and marketing automation, as well as campaign analysis and reporting enabled the manufacturer to support its dealers with detailed prospect information.

Result

The increased visibility into the buyer process has given the company the ability to track conversion rates and marketing ROI. Tying the email and content engagement to dealer revenue has enabled smarter business decisions, more investment, more leads and bigger deals. This solution also enabled them to implement a consistent buyer experience along with information and predictability for their dealers.

By implementing modern marketing processes, our client was able to track their marketing efforts, realize a strong return on their investment and create a \$36 million opportunity pipeline.



Contact us to start generating demand today.

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