

aqualtherm

A 2-Month Test Closes Sales 2X Faster

If you're like most companies, your marketing and sales teams value leads differently. So how do you deliver usable leads that your sales team can convert? For Aquatherm, we conducted a short regional test. We maximized its existing CRM technology, validated leads with the sales team and shortened the 12- to 18-month sales cycle to just 6 months.

Results

25%

of landing page visitors engaged down the sales funnel

98%

conversion to Sales Qualified Leads (SQLs)

30%

less cost-per-lead than the industry average

[Download Case Study \(PDF\)](#)

Content Strategy

Co-authored original content with Aquatherm about the trending steel tariffs, which were an industry-wide "hot button"

Media & Channel Strategy

Developed highly targeted social media and paid search ads to drive potential customers to a landing page where they provided contact information in exchange for the steel tariff content

CRM & Email Strategy

We "warmed" the leads with an email series and then tagged them for follow-up in the CRM so that the sales team could focus on prospects that were most likely to convert into customers

The Challenge

Prove that marketing could help the sales team close sales faster

Show the business value of leveraging an underutilized CRM platform

Test a marketing plan in only one sales region that could be scaled nationally

Quickly demonstrate positive results in just two months

Strategic Process

Quantify Relevant Awareness

Defined regional audience segments that cared most about the financial impact of steel tariffs, which were a high-trending industry topic

Map Points of Influence

Identified the channels where audience segments were most likely to engage with information about steel tariffs

Prove Your Business Value

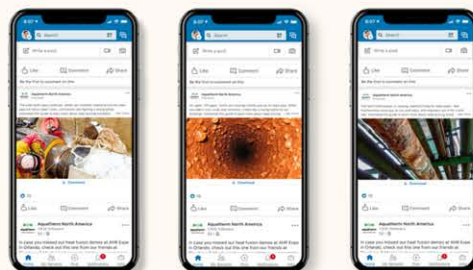
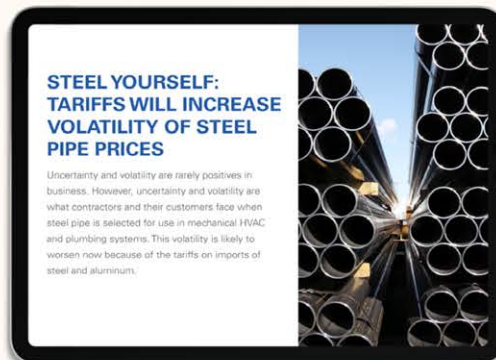
Delivered relevant messaging that convinced potential customers to download content and request consultations

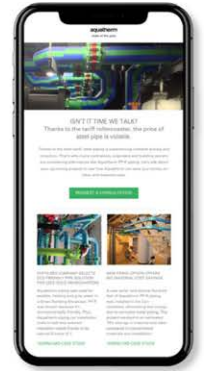
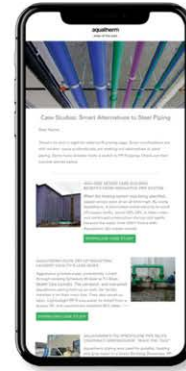
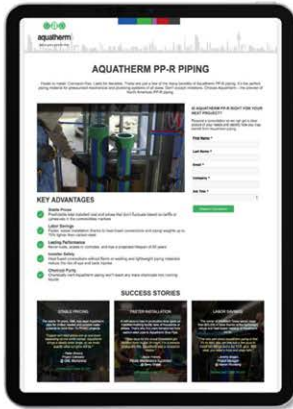
Align Tactics to Sales Funnel

Used CRM and email to warm leads and qualified them with the support of Regional Sales Managers

Rapidly Execute, Test & Analyze

Developed and tested an integrated marketing plan in one sales region that can be optimized and scaled on a national level





The first lead closed 2x-3x faster than average

Sales Benefits of Pipeline Marketing

98% of leads were high-quality according to the sales team

2x-3x faster than average sales cycle length

25% of website visitors were high opportunity to win

[Download This Case Study](#)

Have A Project For Us?

[Contact Us](#)

[216-621-1835](tel:216-621-1835)
hello@tenlo.com

tenlo

Solon
30670 Bainbridge Road #201
Solon, OH 44139

Cleveland
2418 Professor Avenue
Cleveland, OH 44113



Work with us
hello@tenlo.com

© 2020 Tenlo

