

Inbound Marketing

CASE STUDY



COMPANY SNAPSHOT



“Working with IMPACT has been a great experience and one that was definitely worth it. It’s a huge change in marketing from our old way of doing it, but it’s certainly paying off. The staff is very responsive and I absolutely see value in inbound marketing for our business.”

– Sal Margaglione, Co-Founder

FOUNDED

1908

INDUSTRY / SIZE

Moving & Storage /
Small-Business

LOCATION

Connecticut

TIME WITH IMPACT

3 years

OVERVIEW

Father & Son is a local family owned and operated small business that provides moving and storage services in New England.

They offer a variety of full-service options including: residential, commercial, antique and piano, and last minute and holiday moving services. Through their partnership with 1-800SHIPPING.com, international moving is also an option.

They also offer storage in their safe and well maintained facilities.

CLIENT DISCOVERY



Goals

Through inbound marketing, there was definite potential to outpace pay-per-click in both volume and quality as well as serve as a more affordable long term solution for lead generation.



Plans

A plan to build a complete inbound marketing strategy was put into place. Several tactics to drive qualified leads were built into campaigns.



Challenges

Originally, the owners were unsure if inbound marketing could work for their industry or with their target personas but knew pay-per-click wasn't a long term fix.



Timelines

Within the first year, the goal was for inbound marketing lead generation to outpace that of pay-per-click, and continue to do so for years following.



Why Work

With IMPACT

Father & Son Moving and Storage worked with IMPACT in order to generate more qualified leads. In order to do this, the metrics that mattered to them were defined, buyer personas were built matching their target audience, and a campaign and GamePlan were developed to attract, convert, close, and delight each persona.

	JAN	FEB
GOAL	450	550
ACTUAL	570	800

Define KPIs + Metrics for Success

With an overall goal of ramping up sustainable lead generation to produce more qualified leads than pay-per-click, the Key Performance Indicators established to measure success were inbound leads, pay-per-click leads, and international moving leads.



Develop Buyer Personas

As part of our extensive campaign development, we built a profile for each of their target buyer personas. Information included in this profile includes: who they are, what are their pain points, where they can be found online, and what content will show them that Father & Son is the best fit for them. We identified two major personas for Father & Son. One focused on the residential side of their moving and storage services while the other focused on commercial needs.



Develop a Strategy + GamePlan

A complete strategy was built for Father & Son to identify opportunities to attract, convert, close, and delight each persona down the funnel from a visitor to a customer and then to a promoter.

Once the strategy was completed, it was included in the overall GamePlan along with key performance indicators identified to measure success, the finalized buyer personas, an industry and competitor analysis, and monthly reports showcasing results of inbound efforts.

How IMPACT

Helped

Once HubSpot was implemented, a campaign featuring a website redesign, email marketing, co-marketing, and social media was developed and tailored to Father & Son's specific audience.

CAMPAIGN DEVELOPMENT

Based on the KPIs identified for Father & Son Moving and Storage, a personalized campaign was built to drive inbound leads to their site.

WHAT WE IMPLEMENTED



HUBSPOT

Integration of HubSpot allowed inbound efforts to be analyzed.



WEBSITE REDESIGN

An SEO optimized redesign put the focus on conversion.



SOCIAL MEDIA

Social media management generated brand awareness.



CONTENT GENERATION

Premium content offers established Father & Son as trusted moving experts.



EMAIL MARKETING

Email marketing targeting segmented lists resulted in higher conversion rates.



CO-MARKETING

Management of co-marketing with 1-800SHIPPING.com led to growth in traffic.



Implementation of HubSpot

HubSpot is a critical component to executing an inbound marketing strategy in a cost effective and time efficient manner without sacrificing quality.

Utilizing HubSpot








- **Blogging:** HubSpot software allowed us to build templates, optimize and publish posts with no developer needed. The SEO view also aids in getting blog content found more readily.
- **Social Media Management:** Managing various channels of social media (Twitter, Facebook, LinkedIn, Pinterest, Google+, etc.) is now easier than ever with HubSpot's centralized Social Inbox tool. Prioritizing your interactions allows for better time management and the analytics capabilities can be used to show the ROI in social media marketing.
- **Email Marketing:** Sending targeted emails using HubSpot's smart content features create a humanized email experience proven to perform better.
- **Analytics:** The ability to generate reports and see the success of each component of a campaign allows us to tweak our marketing efforts going forward and constantly adapt and generate better results. HubSpot's all-in-one system allows us to analyze this data in less time and use the saved time to brainstorm innovative strategies.

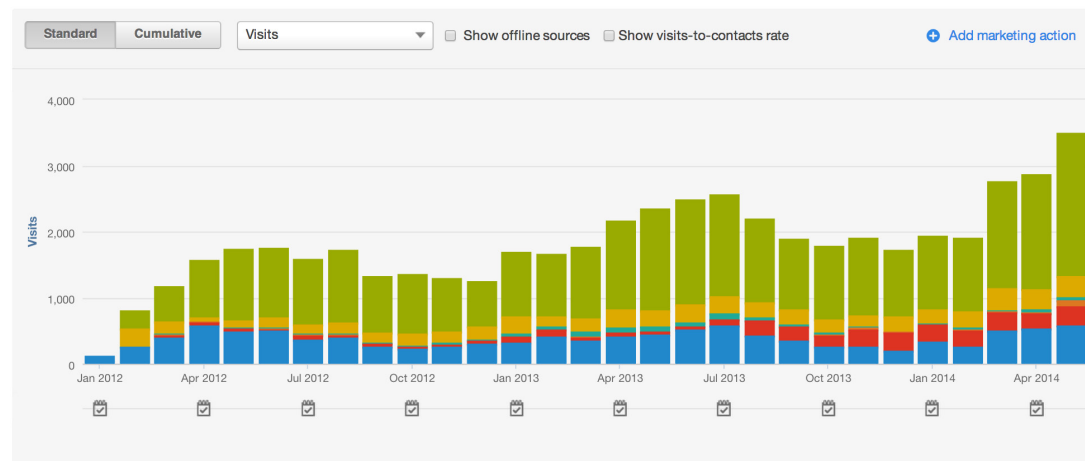
Implementation of HubSpot Cont.

What We Accomplished

Utilizing HubSpot with Father & Son allowed us create and publish great emails, SEO optimized blog posts, and landing pages primed for conversion. It also led to better lead nurturing and a strong social reach. Most of all, HubSpot software and the all-in-one analytics helped Father & Son see the value in inbound marketing and the lead generation that a well thought out and implemented strategy can produce.

*seasonality of industry lead to slight bell curve effect in slow seasons

-  **Organic Search**
Google, Bing, Yahoo
-  **Referrals**
Links on other sites
-  **Direct Traffic**
Manually entered URLs
-  **Paid Search**
Paid search advertisements
-  **Email Marketing**
Email links
-  **Other Campaigns**
Other sources
-  **Social Media**
Facebook, Twitter, LinkedIn



Results With

IMPACT

After working with IMPACT, Father & Son now has a sustainable way to generate a higher volume of qualified leads at a lower cost than pay-per-click.

DESIGN RESULTS

Website Redesign

Before



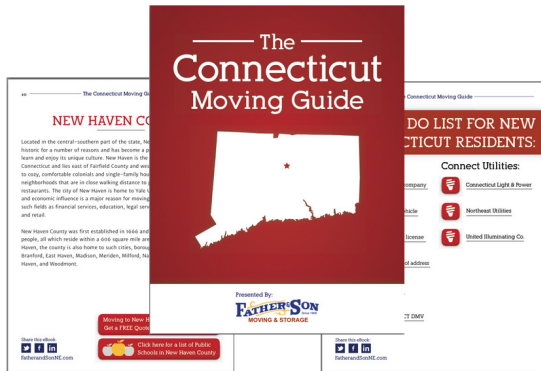
After



Redesign Focus

- Created a BOFU conversion opportunity above the fold on the homepage by allowing visitors to get a free quote without clicking through the site.
- Placed a focus on international moving services through 1-800SHIPPING.com by including it in site navigation and creating an above the fold call-to-action.
- Included social icons in the top header to encourage social engagement.
- Updated value proposition content to showcase Father & Son as moving experts.
- Redesigned individual service site pages and optimized them for conversion to move prospects down the funnel.

PREMIUM CONTENT



Ebooks establish thought leadership and build trust in prospects by solving their pain points.

Well designed calls-to-action increase conversion rates.



A well designed infographic is easily digestible and an effective way to display content.



Without having to waste them and buy brand new ones when you arrive at the new house.



2 Pack your drinking glasses and small breakables in socks for extra security.

Use some old socks or even your everyday socks to store your fragile glasses. This will give them some extra padding during the move to minimize the amount of broken items.



3 Use sandwich bags to store and move small parts of items (screws, rods, electronic cords, etc.), label the bags, and tape them to the corresponding items.

Put item accessories such as screws, nuts, and bolts in small sandwich bags in order to keep them all together and organized. Then, label the bag with the item the accessories go to, and tape the bag to the item. This allows for easy access when you unpack everything.

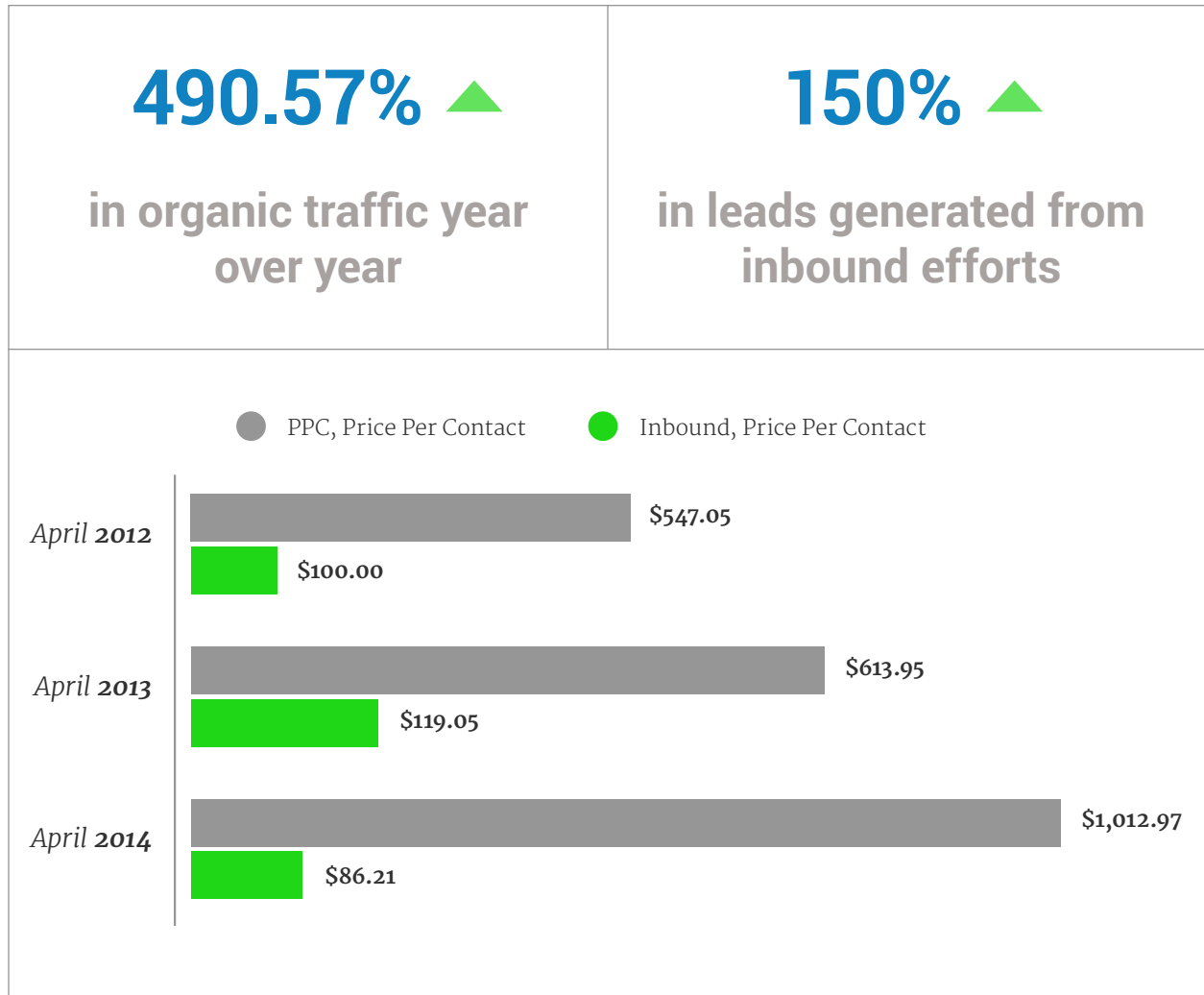


4 Take photos of all of your setup electronics and wires so you know how to put them back together when you arrive at the new house.



INBOUND RESULTS

Using HubSpot, We've Proven the Value of Inbound Marketing



490.57% ▲

in organic traffic year over year

150% ▲

in leads generated from inbound efforts

18% ▲

in money saved generating contacts using Inbound instead of PPC

***FATHER & SON ACHIEVED
SUCCESS with
IMPACT & HUBSPOT***



See what's possible with your marketing. Talk to one of our inbound consultants today.

TALK TO US