



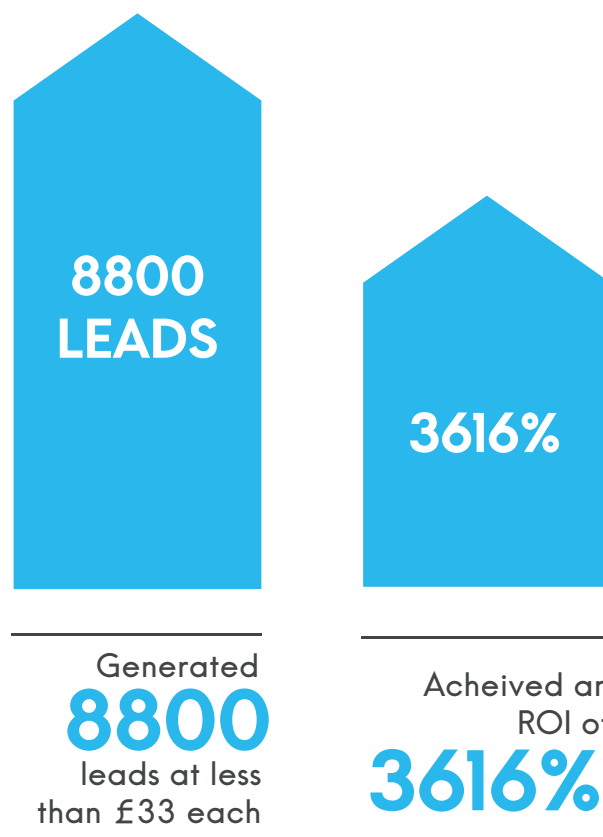
HGP INVESTOR CASE STUDY

Investment House avoids impending EU data regulations by switching to online acquisition model

In the Summer of 2015, Heron Global Partners (HGP) was a newly formed London Investment House, struggling to generate and manage leads.

By January 2016, the company had transitioned its entire lead nurturing cycle to online marketing platform HubSpot, and was implementing a multi-channel acquisition strategy and achieving record results.

From January to September 2016, Heron Global Partners has:



Heron Global Partners looked ahead and turned its business around while protecting itself from the impending EU data regulations that come into effect in 2017.



What are the EU Data Regulations?

Consider your marketing database.

What percentage of contacts have explicitly consented to be on that list?

Now consider your sales strategy.

Do you have permission to speak to every individual you'll pick up the phone to call today?

Outbound is Outdated

Buying lists of data and hitting the phones, or churning it through email and direct marketing campaigns has long been ineffective.

But with impending EU Data Regulations set to take hold in 2017, outbound sales and marketing models are set to crumble before our very eyes.

New legislation will give consumers the power to opt out more easily and object to any data being held about them. Companies will be legally obliged to unambiguously ask for consent before storing any data about anyone. Fines for a breach could potentially reach 4% of global turnover.

Dark times for anyone left behind. But with a streamlined online acquisition strategy and online marketing platform such as HubSpot, businesses can transform themselves, just as Heron [HGP] has.



HGP's Inbound Story

Six & Flow began working with HGP in the summer of 2015.

This was the first foray into online customer acquisition for HGP. As a newly independent offshoot from its parent company - which had previously managed all lead generation using an outbound model - this was virgin territory for the in-house team.

The high calibre sales team were experienced but the low quality and volume of leads from the parent company was frustrating.

Badly qualified leads meant the sales team were chasing false starts and a laborious paper-based process was taking up precious time.

Six & Flow worked in partnership with HGP to:

- Improve lead quality and volume
- Streamline current marketing processes
- Optimise efficiency

We introduced a multi-channel acquisition strategy using PPC, Paid Social, Native Advertising and Marketing Automation via HubSpot to streamline the sales process and nurture new leads.

We took a four-pronged approach to the strategy.



Stage 1 – Profile the audience to really understand them

We studied the target market. By arming ourselves with a granular level of demographic and psychographic information, HGP's sales team was immediately able to focus on a tight niche of low-hanging, fast-converting fruit, while Six & Flow established channels and crafted messaging for its online acquisition campaigns.

Stage 2 – Choose the best online platforms for reaching the audience

Applying its newly found knowledge, Six & Flow identified PPC, Paid Social, and Native Advertising as three ideal approaches for this audience.

Stage 3 – Start communicating

Readying messaging and designs that would fit the audience, we began to run both organic and paid online campaigns, driving visitors the top of a sales funnel that consisted of highly adaptive, dynamic landing pages and workflows.

At the heart of an online acquisition model is a simple workflow that typically follows this formula:

- Create relevant content for the audience
- Promote using biddable media to drive traffic to content
- Capture details on-page with explicit consent
- Send 'soft emails' to those details
- Depending on response, send additional relevant content
- Sales call to qualifying individuals

By gathering details and nurturing prospects through a series of communications, sales calls become easier to convert because prospects are more ready and eager to buy.

Stage 4 – Implement HubSpot

Underpinning all of this is HubSpot's marketing platform which helps streamline not only HGP's marketing process but it's sales process too.

From online web lead to CRM, the process is entirely automated. HubSpot records and reports on every move, click and action taken by prospective customers online, compiling powerful data and automating next-step communications.

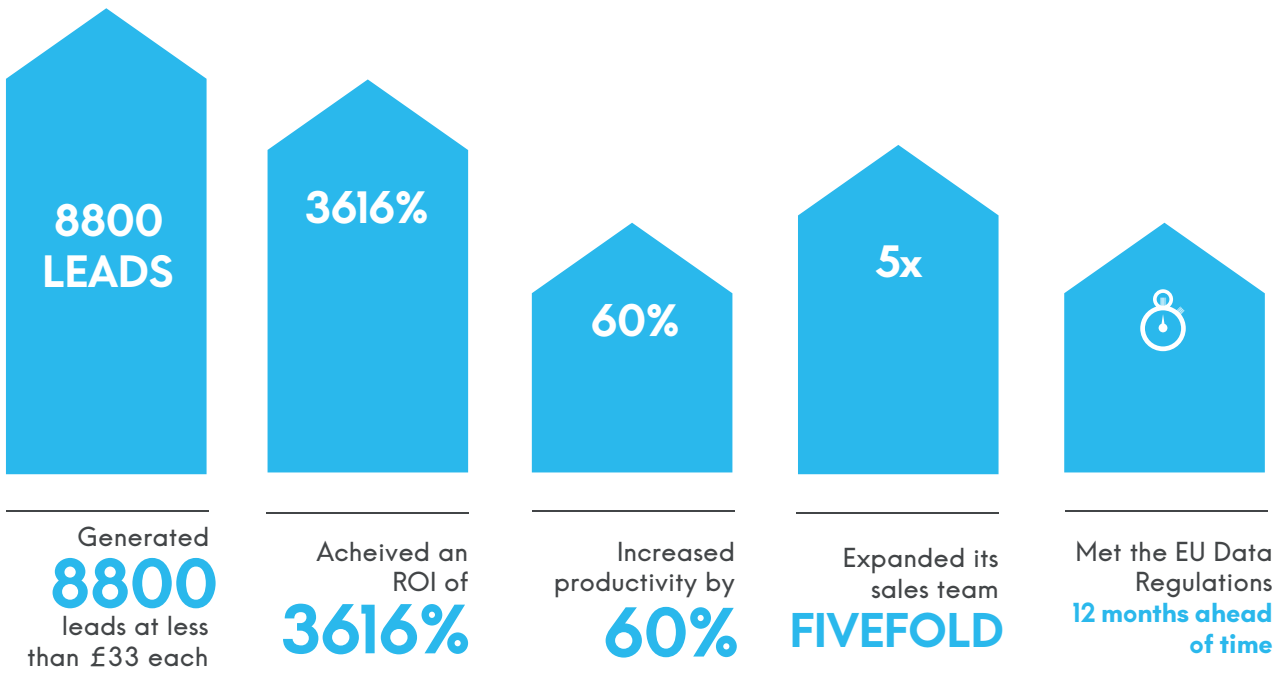


The Results

This automation has increased the sales team's productivity by close to 60%

The increased revenue and lead volume allowed HGP to grow their sales team significantly. The team had expanded from two to four by the second month of our campaign, and by month 12 it had grown to 10.

Heron Global Partners has future-proofed its business and:



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