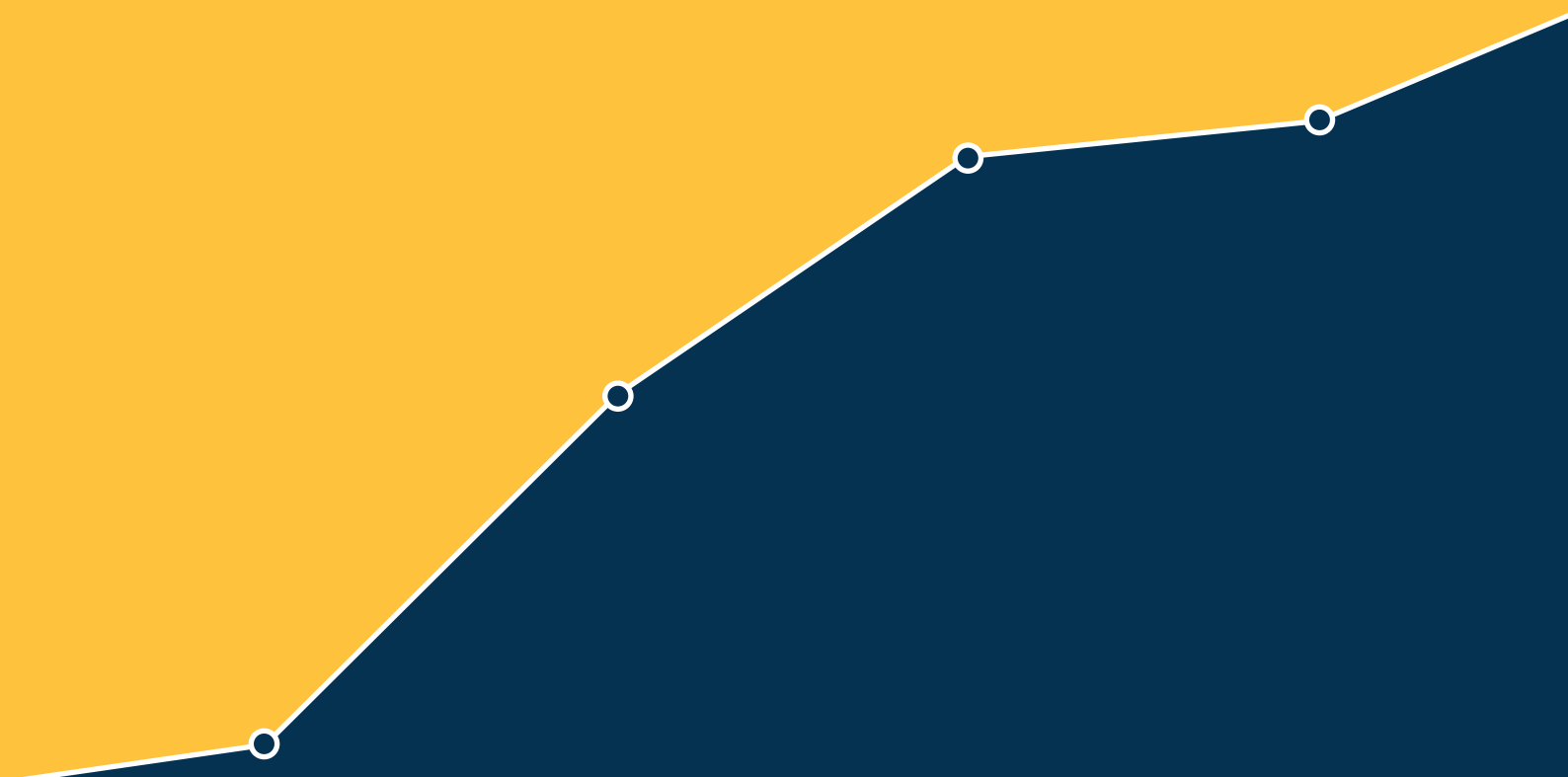




Astutis

A Marketing Automation Case Study

A white line graph with four data points, showing an upward trend from left to right. The background is split into a yellow top half and a dark blue bottom half.

**How a training business increased
lead generation by almost 50% in
just six months**

intergage[®]
— Evolving B2B Marketing —



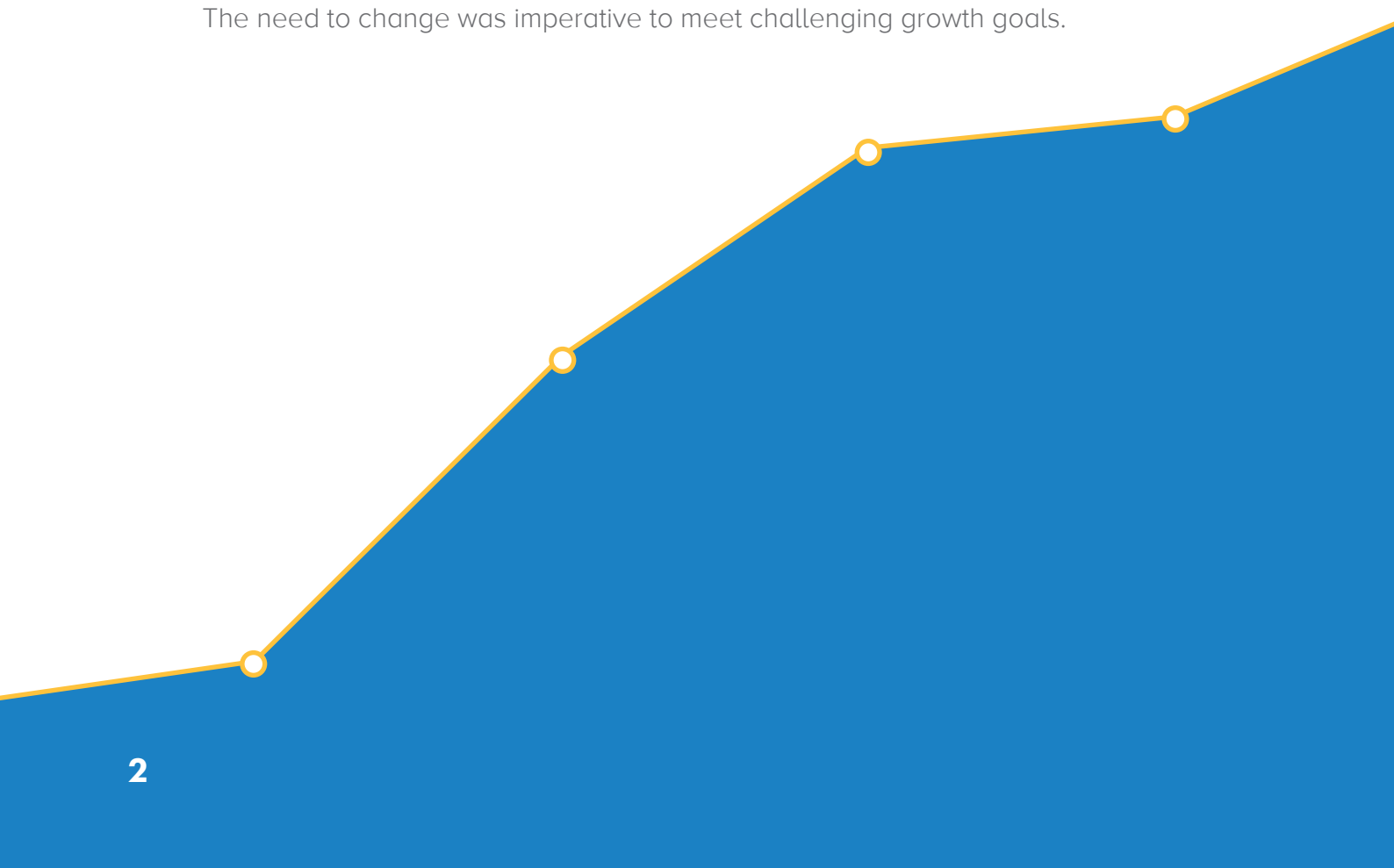
Astutis's business has flourished to be a £5 million turnover company in eight years. A dedicated health and safety training company specialising in NEBOSH and IOSH courses, Astutis had grown by driving traffic to a website designed and built by Intergage using our content management system.

Its internal marketing team has successfully driven lead generation and sales through a heavy investment in paid search and a solid SEO methodology.

THE CHALLENGE

However, in a very competitive market, organic traffic had plateaued, and paid search was delivering a smaller ROI as costs continued to rise.

The need to change was imperative to meet challenging growth goals.





“Working with Intergage on launching HubSpot for our business has proven to be a fruitful partnership.”

“From providing extra content support to our stretched marketing team to helping us to identify missed opportunities in our sales process, we have been able to extend our reach and capture leads that we wouldn’t have been able to acquire as quickly by ourselves.”

“Having their expertise on tap throughout our Marketing-on-Demand contract has been invaluable.”

**Josef Siewruk, Digital Marketing Manager
at Astutis Ltd**

THE SOLUTION

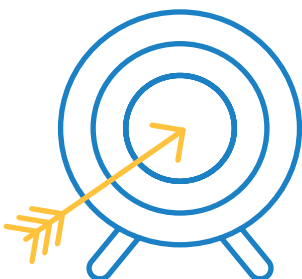
Working collaboratively with the marketing team to understand fully the business objectives and current challenges, it became clear that a three-pronged approach was required.



1. A more focused approach – investing significant effort in one opportunity at a time to create a faster ROI.



2. Increase incremental organic traffic to generate more leads and reduce the reliance on costly advertising campaigns.



3. Make more of each enquiry – especially those not yet ready to buy – through effective lead nurturing.

THE JOURNEY

The first step was to implement the HubSpot Marketing Automation platform. This enabled us to kill two birds with one stone.



1. DEVELOPING AN INBOUND METHODOLOGY



The content tools within HubSpot enabled us to derive a clear and focused content strategy aimed at driving incremental, top-of-funnel traffic to the site.

The marketing automation tools enabled us to create lead-nurturing campaigns – making the most of every opportunity by providing each prospect with content relevant to their stage of their buying journey.

2. AUTOMATING PROCESSES

Implementing HubSpot marketing automation technology served to automate repetitive tasks – effectively scaling marketing capacity.

This new approach provided Astutis with the chance to review and improve its lead-nurturing processes.



UNDERSTANDING AND CREATING PERSONAS

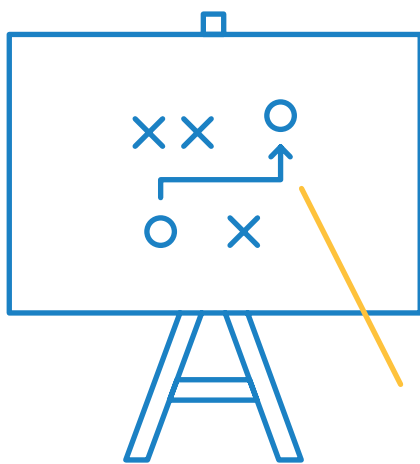
Buyer personas are semi-fictional representations of ideal customers at the heart of any inbound marketing strategy. They enable us to craft marketing messages that really work.



We worked with Astutis to develop its existing personas to make sure they were accurate and complete.

KEYWORD REVIEW AND PLANNING

Once we completed the personas, identifying the terms and phrases they used to describe Astutis service offerings was crucial to being found by the right people at the right time.



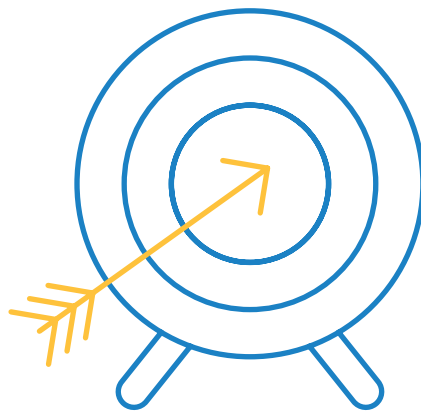
Next we built an array of targeted keywords based on how the various personas might search at each stage of their buying journey.

As a direct result, search engines were able to deliver relevant Astutis content to each searcher.



BUILDING THE CONTENT STRATEGY

In order to capture the attention of Astutis' prospects online, we crafted high-quality, educational content tailored to their specific needs and interests. We used keyword research to create content relevant to the problems they are trying to solve online.



Carrying out an audit of existing content, we understood the gaps and what needed to be created to make the campaigns effective.

We then produced top of the funnel (TOFU) content and highly educational pillar pages which are aligned to the needs and buying journey of the personas.

This reorganisation and content creation had a massive effect in organic search, which in turn brought more relevant prospects to the website – which significantly increased lead generation.

By effective use of calls to action, we then directed site visitors to relevant and timely 'gated' content offers – such as eBooks – to capture their details, determine their sales readiness and ascertain their lead status.

Finally, as these leads reached the bottom of the sales funnel and became potentially ready for a purchase, we used content offers to qualify their sales readiness.

AUTOMATING THE PROCESS

The benefit of HubSpot and marketing automation is that by thinking ahead and planning your content strategy accordingly, you can create nurturing workflows that encourage your prospects through their buying journey until they are 'sales ready'.



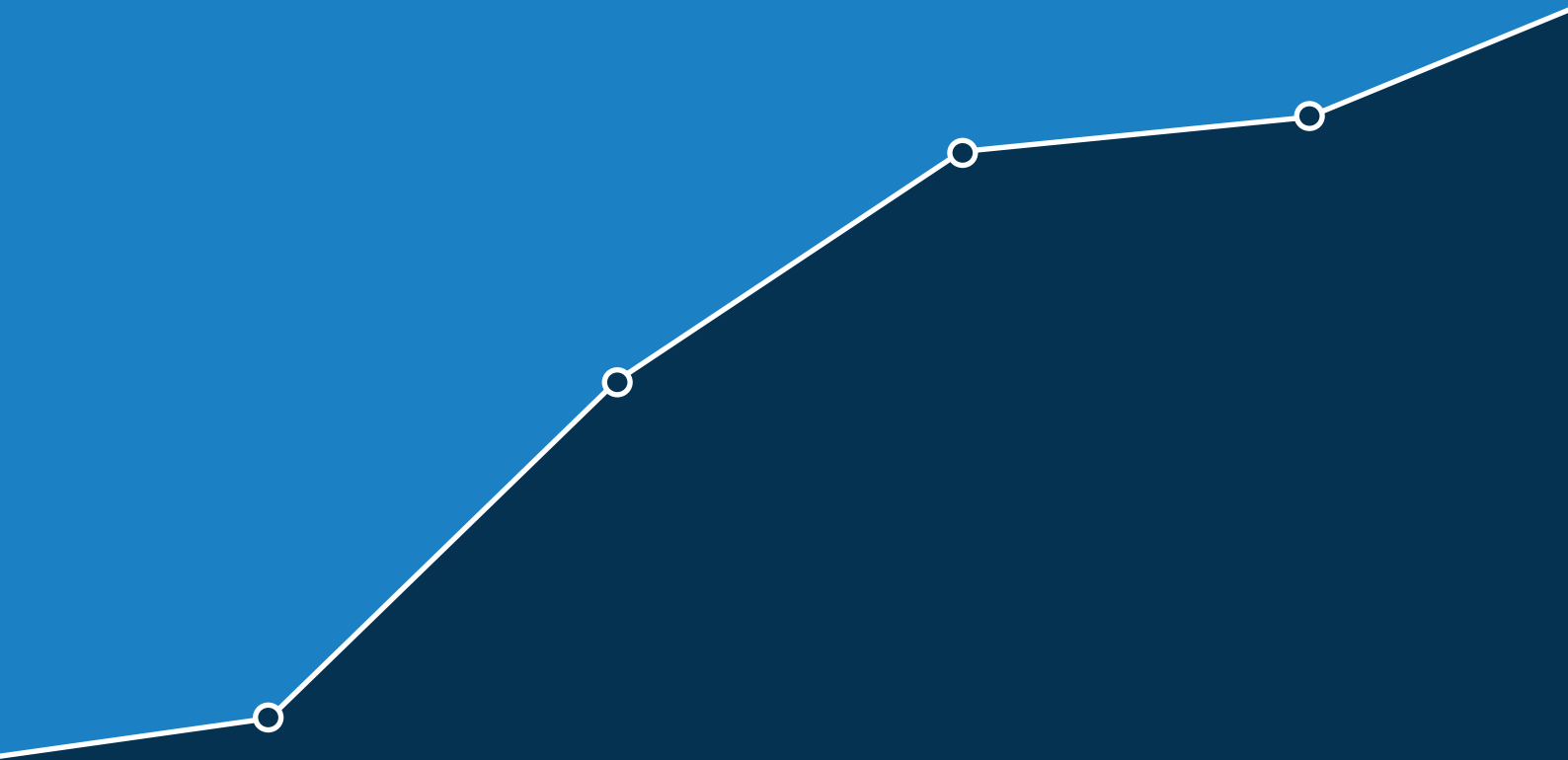
We worked with Astutis to create these complex workflows, automating the entire process from site visitor to qualified lead.



THE RESULTS

49%

year-on-year increase in leads generated, or an increase of more than 800 leads a month.



84%

year-on-year increase
in organic search

More than

12,000

blog views per month
(and growing by 25% per month)

What could you do with
this kind of growth?



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