

Case Study

G2-IS Veripipe Campaign

To create product awareness, generate leads, and position G2 Integrated Solutions as an innovative technology leader in the pipeline industry, HexaGroup developed and implemented an effective inbound marketing campaign.

A pipeline records processing and asset management solution




Background

[G2 Integrated Solutions](#) (G2-IS) offers consulting and technology services that address asset performance in the pipeline industry. In recent years, G2-IS' software product catalog expanded rapidly, due to multiple mergers and acquisitions. Facing an urgent need to re-brand the company's portfolio of software products, define clear and distinct value propositions, and position the company as a pipeline technology innovator, HexaGroup was asked to become the marketing arm of G2-IS. Providing onsite consultants, HexaGroup now manages all marketing responsibilities and requests.

To generate leads, a series of inbound marketing campaigns was planned. The first campaign to launch was for Veripipe, a pipeline records processing software, in the late stage of its product development. Many pipeline operators in the midstream oil and gas industry still used paper archives to record diverse data on their assets. Operators were



American Marketing Association (AMA) Houston
2018 Crystal Awards Finalist
Marketing Campaign, Small Budget
B2B Marketing Campaign
Online Marketing



VeriPipe
A pipeline records processing and asset management solution

FREQUENTLY ASKED Questions

How does VeriPipe deal with records from different generations or epochs of the asset?
VeriPipe allows you to layer records from any epoch as a verification record. Structuring the data this way gives you the ability to have a snapshot of your asset from any date in time.

Can VeriPipe help me with compliance reporting and integrity?
Yes, VeriPipe serves as a way to structure data for compliance and integrity reporting output. Having histories of information in a digital state allows for query and reporting manipulation.

Is VeriPipe intended to be an EDMS?
VeriPipe can serve as a dedicated EDMS for asset research or used to reference quality assessed Document Information. VeriPipe can be used as an interface tool for processing and clearing data before loading these references into your Enterprise GIS or Asset Management System. In the past, companies have typically stored and processed asset data in Excel or Access without links to the original or annotated records. These tools are great for small systems but are not able to scale very well to accommodate large systems.

G2 INTEGRATED SOLUTIONS
G2-IS.com

working with vast amounts of data everywhere, in multiple databases, and even in paper format. Helping clients convert to digital records, Veripipe enables them to operate more efficiently by providing an accurate picture of their pipeline assets and ensuring they input the highest quality data into their Geographic Information System (GIS) and asset management system.

Visit Website
www.g2-is.com

Objectives & Challenges

HexaGroup developed a campaign strategy with three key objectives:

1. Create product awareness
2. Specifically, a key performance indicator was to direct traffic to the appropriate website and campaign pages.
3. Generate leads for Veripipe
4. Position G2-IS as an innovative technology leader in the pipeline industry

Lacking formal product launch methodology and established processes, G2-IS faced a significant hurdle to introduce Veripipe, communicate its benefits, and create sufficient brand awareness. The main challenges were to clarify Veripipe's value proposition, define a compelling message, and create premium content that would attract prospects and nurture them into leads through automatic workflows.

The Solution

Having identified Veripipe's personas and target markets, market size, and customers needs to formulate its product positioning, HexaGroup developed an inbound marketing strategy to create awareness for Veripipe. This strategy focused on creating and leveraging numerous informative content pieces.

Webinar

An hour-long webinar titled, "Advanced Records Management for Greater Confidence, Safety, and Compliance," presented by a subject matter expert, introduced the key features and advantages of the Veripipe solution. See the [webinar registration page](#).


Premium Downloadable Documents

Various items were created to support the interests of prospects in various stages of the sales funnel. Accessible only after submitting contact information, these documents included:

- [Infographic](#)
- [Product Brochure](#)
- [White Paper](#)

Blog

Multiple posts with targeted keywords supported the campaign: [Pipeline MAOP Gets a Data Management Upgrade](#) and [Database Transparency & Availability: Creating One Version of the Truth](#). Each post included a call-to-action to the campaign landing pages, offering the [white paper](#), [infographic](#) or [brochure](#) as a download for interested prospects.



[DOWNLOAD THE BROCHURE >](#)

VeriPipe helps you easily go digital, with all tangible information available by query for quality assessment and calculations

Wherever you stand with records collection, G2 Integrated Solutions can show you a comprehensive picture of your pipeline in its current state. Download the brochure to learn more about our Veripipe technology.

Social Media

Promoting the webinar and campaign landing pages, posts on LinkedIn, Twitter and Facebook fostered engagement, started conversations, and generated new followers and product awareness. Most popular posts included:

[LinkedIn Post 1](#)

[LinkedIn Post 2](#)

[Twitter Post 1](#)

[Twitter Post 2](#)

Emails and Workflows

A series of [emails](#) and workflows—as well as a lead scoring system—automatically nurtured prospects and turned them into qualified sales leads.

Message Alignment

Reinforcing G2-IS as an industry thought leader and to support the Veripipe product launch, HexaGroup created new content that was useful to Veripipe's specific audience. Using the buyer persona profiles created in coordination with G2-IS sales teams, HexaGroup devised a new value proposition that focused on Veripipe's main uses, addressing the pain points of the various personas:

- To migrate and digitize a client's legacy pipe and materials records
- Assist customers with forensic records management to comply with federal requirements
- Support customers in their Traceable, Verifiable and Complete records (TVC) objectives

Through diverse communication channels, HexaGroup promoted Veripipe's software features that would specifically benefit the target segment.

- Data Governance
- Ensures accuracy, completeness and attainment of validation objectives, while providing business intelligence across the organization.
- Uniform Data Visually
- Centralizes all information and data.
- Trends and Actionable Reporting
- Historical Archival Tool (Time Machine)
- Looks at the state of the pipeline system at any point in time.



Still have archives of records in paper form?

Go digital and operate miles ahead of your competition with VeriPipe. In the Integrity Verification Process (IVP) race, the value and power of VeriPipe's concentrated records management puts you in the driver's seat by reconstructing the digital life history of your pipeline assets. VeriPipe automates records-based design pressure calculations, and confirmation of MAOP/MOP via dynamic temporal segmentation of critical pipeline records.

The Results

The Veripipe campaign results exceeded objectives for all KPIs and allowed G2-IS to jump-start its global awareness campaign and push the Veripipe software product into the market.

The **campaign landing pages**, promoting the downloadable brochure, white paper and infographic, achieved an impressive **30.5% conversion rate**.

Emails within the nurturing workflow had a **67% open rate**, showing a remarkable interest in the created content.

The **webinar**, centerpiece of the campaign, captured **80+ attendees**. All attendees who submitted their contact information for the webinar were introduced into the automatic email workflow, which regularly sent them notifications of relevant content on the same topic (the blogs, infographic and white paper).

Overall, the campaign generated **185 sales qualified leads**.

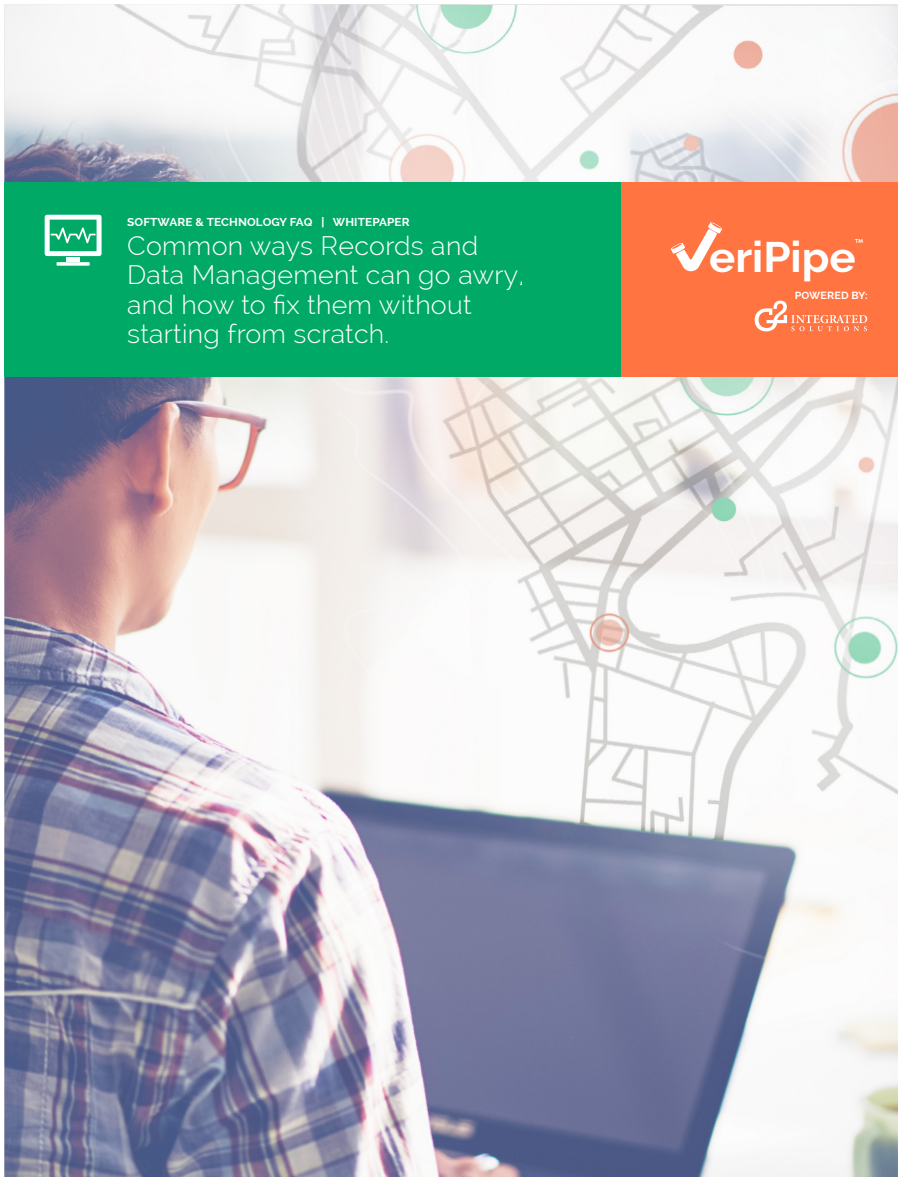
30.5%
Conversion Rate

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Open Rate

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Webinar Attendees

Sales Qualified Leads

185



Capabilities

Clustaar Digital Market Analysis

- Market Segmentation
- Competitive Analysis
- Market Trends
- Digital Strategy Planning

Creative Development

- Visual / Messaging Themes
- Print
- Digital Media
- Mobile Apps

Marketing Technology

- Marketing Automation
- CRM
- Lead Sourcing
- Analytics
- Enterprise Content Management



Strategy

- Strategic Planning
- Marketing Communications Planning
- Branding / Messaging

Digital Foundation

- Information Architecture
- Visual Design / UI / UX
- Technical Implementation
- Content Development
- Hosting Maintenance

Marketing Performance

- Inbound / Content Marketing
- Lead Generation
- Social Media
- SEO
- Events
- Advertising