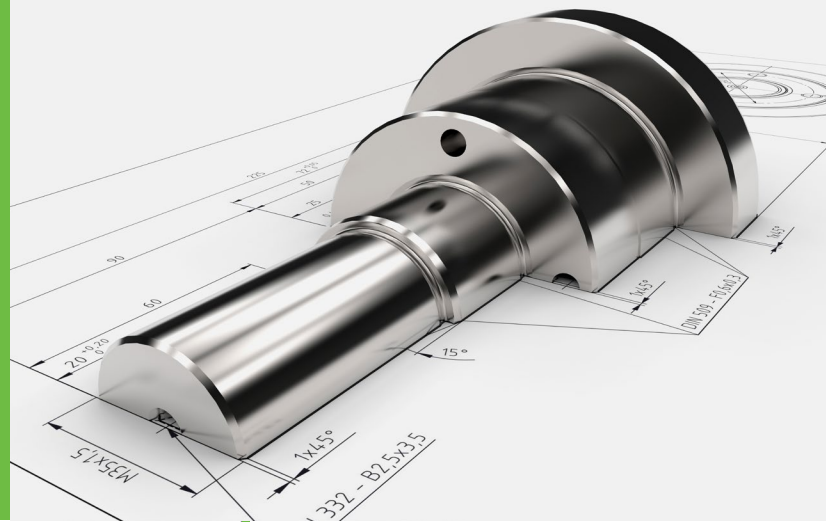


Case Study

Victory Packaging Engineering & Design Campaign

Through an impactful B2B inbound marketing campaign, HexaGroup helped Victory Packaging enhance brand awareness, improve search engine rankings and generate leads.



Background

A leader in packaging engineering and design, Victory Packaging wanted to overcome the misconception of being “just a seller of packaging.” The company wished to educate potential customers on the fact that Victory Packaging understands what is necessary for a customer’s packaging to perform at its best—while optimizing costs. The company sought to promote the extensive technical knowledge, experience and technology tools its packaging engineering team uses to help customers reduce material costs, minimize damages, improve freight utilization and boost overall packaging productivity.



Objectives & Challenges

HexaGroup developed a campaign strategy with three key objectives:

1. Overall brand awareness and SEO - Specifically, Victory Packaging wanted to improve search engine rankings on identified keywords.
2. Lead generation of at least 5% - Lead generation for this purpose was defined as any individual from the identified target market that completed a form to obtain additional information.
3. To position Victory Packaging as a leader of packaging engineering and design.



2 Davey Awards

“Unboxed” Video

American Marketing
Association (AMA) Houston
2018 Crystal Awards Finalist

B2B Marketing Campaign

Online Marketing

2018 Communicator Awards

Award of Excellence -
Promotional Campaign

Award of Distinction -
B2B Integrated Campaign

Visit Website

www.victorypackaging.com

The challenge was to explain the concept of total cost optimization and communicate its benefits in terms that any potential customer in any industry could easily understand, relate to and desire to pursue.



Solution

The strategy of the Victory Packaging campaign was to introduce the company as a leader in packaging engineering and design solutions. Numerous tactics were developed and implemented to reach and influence potential target customers.

Award-Winning Video

Titled, [“Unboxed - The Packaging Engineering and Design Experience.”](#) this video winner of two Davey Awards (honoring the achievements of the “Creative Davids” who derive their strength from big ideas, rather than stratospheric budgets) shows how Victory Packaging ensures that the unboxing experience moment unfolds exactly as a customer has pictured—with packaging that goes virtually unnoticed because its manufactured product arrives in perfect condition.

Jeopardy Game

For use at trade shows or online, participants play to learn about Victory Packaging’s innovative solutions and total cost optimization tactics in a fun, engaging way.

New Website Section

Identified as one of the company’s Solutions, a new [Packaging Engineering and Design](#) section was created that focuses on how the Victory Packaging meets unique customer needs through cost-saving yet innovative packaging. Four subpages support this section to explain [Innovative Packaging Design Solutions](#), [Total Cost Optimization](#), [Package Testing](#) and [Specification Management](#). To support an overall SEO strategy, relevant keywords were identified and incorporated into the content for each page.

Inbound Marketing Campaign

Landing pages offered a downloadable [Packaging Engineering Audit and Analysis](#) for interested leads, with [details](#) of the Victory Packaging process.

Blog

Multiple posts with targeted keywords supported the campaign: [Top 3 Reasons to Consider Hiring a Packaging Engineer](#), [The Importance of Packaging Testing When it Comes to Your Product](#), and [How the Right Packaging Equipment Can Optimize Your Process](#). Each post included a call-to-action to the campaign landing page, offering the downloadable [Packaging Engineering Audit and Analysis](#) for interested leads.

Social Media

Promoting the video and/or the campaign landing page, posts on LinkedIn, Facebook and Twitter fostered engagement, started conversations and generated new followers. Most popular posts included:

[LinkedIn Post 1](#)

[LinkedIn Post 2](#)

[LinkedIn Post 3](#)



Email

Potential customers were offered the downloadable Packaging Engineering Audit and Analysis via [email](#).

Advertising

LinkedIn Sponsored Posts were displayed to the identified target market and YouTube pre-roll advertising was utilized as well.

Message Alignment

HexaGroup developed the approach and tone of the creative message to align with the target audience and support the campaign's objectives and strategy.

While the details of what Victory Packaging does can be technical and quite complicated, a more lighthearted and inviting tone was used throughout the video, for example, enabling the viewer to relate to the joy a child experiences upon opening a gift—as that viewer hopes his/her customer feels when opening their packaged product.

The Jeopardy game leveraged a “fun” element to make the highly technical subject matter more enjoyable and memorable.

Messaging throughout the website pages, landing pages, email, blog and social media posts was straightforward and conversational, yet professional, respecting the reader's time and remaining focused on the overall goal to overcome the misconception of being “just a seller of packaging” and positioning Victory Packaging as the leader in packaging engineering and design.

The call-to-action, offering a downloadable outline of the packaging engineering process, offered an easy way for potential customer to learn how Victory Packaging delivers performance while optimizing costs.

Content was minimal, yet powerful, to appeal to professionals in any industry.

Consistent graphic elements, from color usage to choice of imagery, reinforced the overall company brand, further solidifying brand awareness and recognition.

Results

Campaign results exceeded the objectives for all KPIs.

Traffic analytics showed a **78% increase** in website visits, specifically attributed to pages in the new website section and campaign landing pages during the campaign duration.

Achieving desirable placement on pages one and two of Google, the SEO plan brought desired traffic to the site via specific targeted keywords.

16.4%
open
rate

46.4%
reading
rate

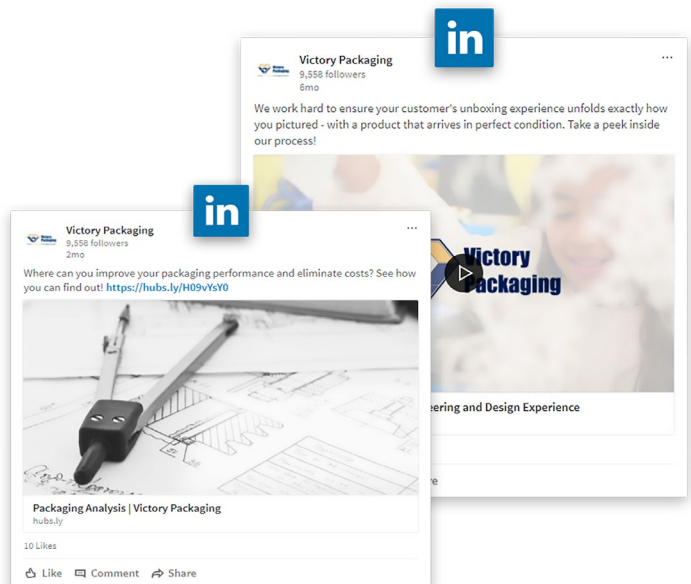
1.2%
click
rate

The campaign landing page achieved a **19% conversion rate**.

The email generated impressive results as well:

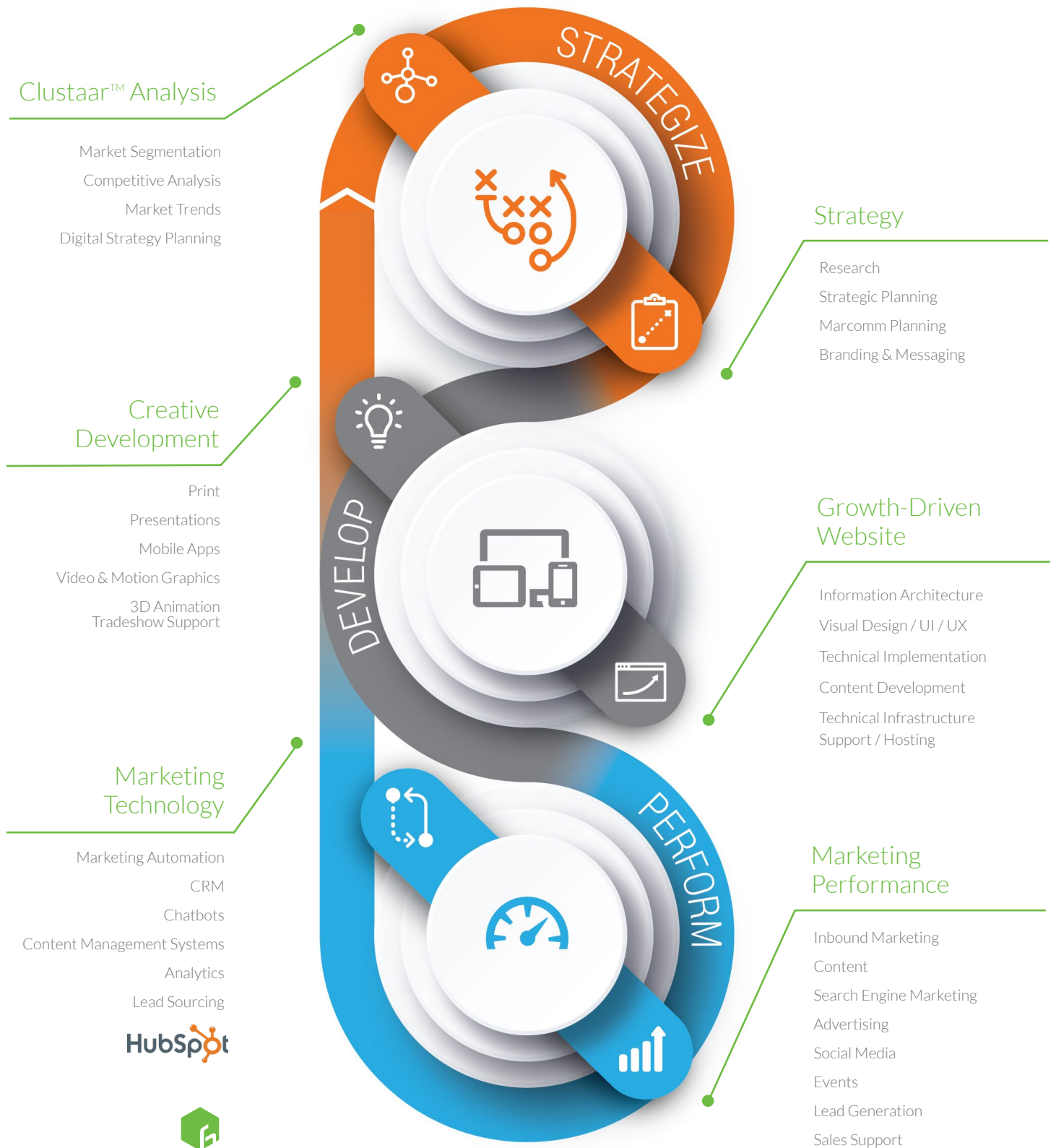
- Open rate: 16.4%
- Reading rate: 46.4%
- Click rate: 1.2%

The video, in addition to receiving two Davey Awards, generated over 3,500 views and achieved a significant amount of “wow factor” in the industry.



Proven Methodology. Amplified Results.

At HexaGroup, performance is in our DNA. We've spent the last two decades honing a six-step marketing methodology that balances proven best practices with each client's unique objectives. Armed with in-depth knowledge of the energy, technology and professional service sectors, our team hits the ground running to achieve your KPIs.



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