

CASE STUDY



Aston had a backlog of 304 emails, a dated website and Inbound Marketing seemed like the solution to increasing both traffic and sales.

After investing in HubSpot, Aston dramatically increased both their lead generation and closed sales following inbound marketing strategy.

The've also been able to procure Master Service Level agreements with several Fortune 500 companies

947
Contacts

663
SQLs

8
Customers

Aston Evaporative Services is the leader in accelerated sustainable evaporative wastewater products.

Aston Companies offer a revolutionary patented technology designed to solve global wastewater treatment concerns by "Reversing the Rain".



The situation...

Aston Companies tried the traditional website, google Adwords and email blasts that make up outbound marketing. They were intrigued, but unsure of how they could implement an inbound marketing strategy for an industry that was primarily engineers and oil & gas upper level management, that to say the least was considered “a good old boys club”.

Head of Sales wanted to be involved intimately in the control of the overall marketing strategy and content, as the industry was based of data and is extremely technical.

On the initial conversation with Sales, he said he had 300+ emails in his inbox and often asked the question “where do I even start with these”. Understanding the importance of having an organized strategy and that the content he produced had to speak to his target audience, he realized that he didn’t have the platform to accomplish it. He also didn’t want to add a bunch of tools and apps that had to be learned, as time was of the essence for Aston.

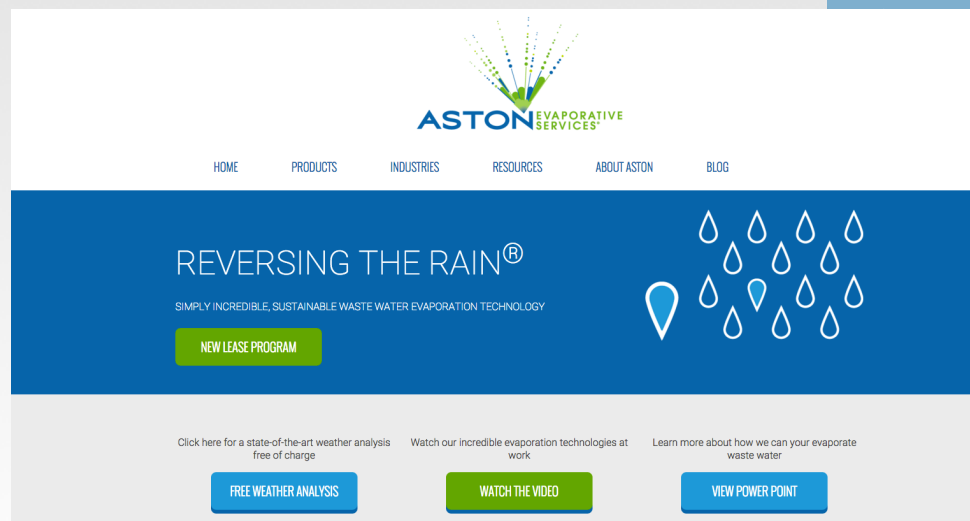
One of Hubwerk’s first objectives was to define the lead status of is contacts and create content designed specifically to connect to specific Personas that would entice leads to respond, using inbounding best practices like landing pages, calls-to-action and forms. This enabled Hubwerks to see how the industry would respond to inbounding. The results were astounding, as almost immediately we had global responses, literally within the first hours of the website re-launch we were watching emails opens rates occur in real time.

Challenges Facing Aston

Aston Evaporative Services is in the Waste Water Remediation industry. The industry is full of well entrenched competitors like GE Capital, Samsco, Turbomisters, Oviowater and Resources West to name a few.

Some of their main challenges were:

- An underperforming web site
- Lack of web presence
- Needed to generate more leads organically
- Needed ROI to keep their doors open
- An inability to determine the source of their leads
- Lot's of email, but no way to filter the “tire-kickers”
- Lack of a cohesive social media strategy



What Hubwerks did in collaboration with Aston's Manager of Sales and Marketing...

- Focused on their competitors for keyword inspiration
- Rebuilt the site, with a fresh look, on HubSpot COS
- Created fresh content and case studies, PowerPoints and videos
- Utilized integrated video hosting for heat maps and data usage
- SEO'd all pages, blogs and web content to maximize search queries
- Used all the HubSpot tools to track sources, contacts
- Created lists that prioritized Sales SQLs and MQLs
- Created and enhanced their social media, specifically **LinkedIn** to leverage existing and new relationships in a technical field
- Sales could now reach out to qualified, interested leads ASAP
- Sales now had all the “Intel” needed on clients, prior to emailing or calling
- By Concentrating on blogging, Hubwerks helped the Head of Sales to develop “thought authority” within their industry

Key Marketing Metrics

“Getting Found”

73

Keywords Ranked in Top 3

103

Keywords Ranked in Top 10

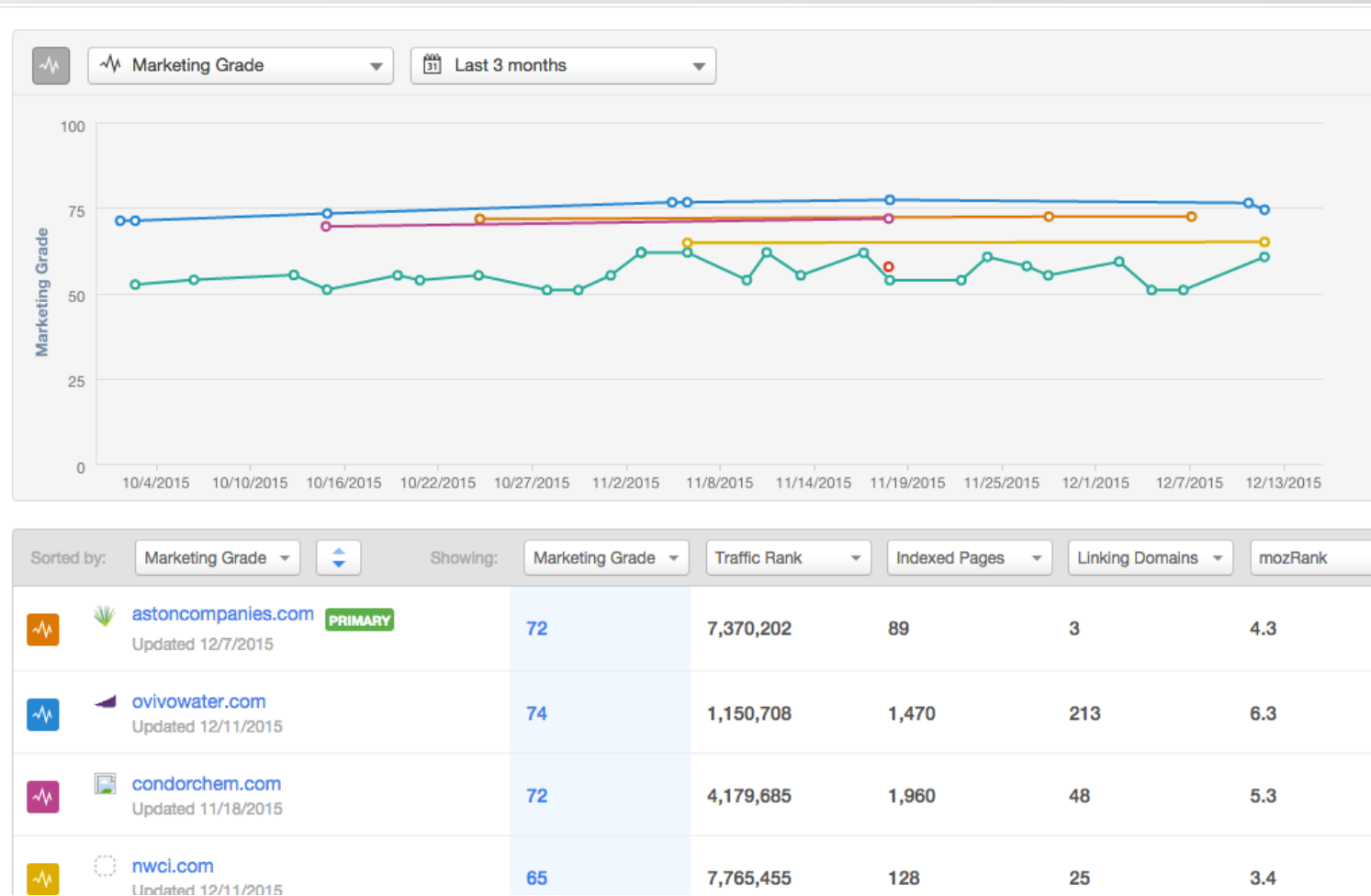
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Contacts from Organic Last 30 Days

175

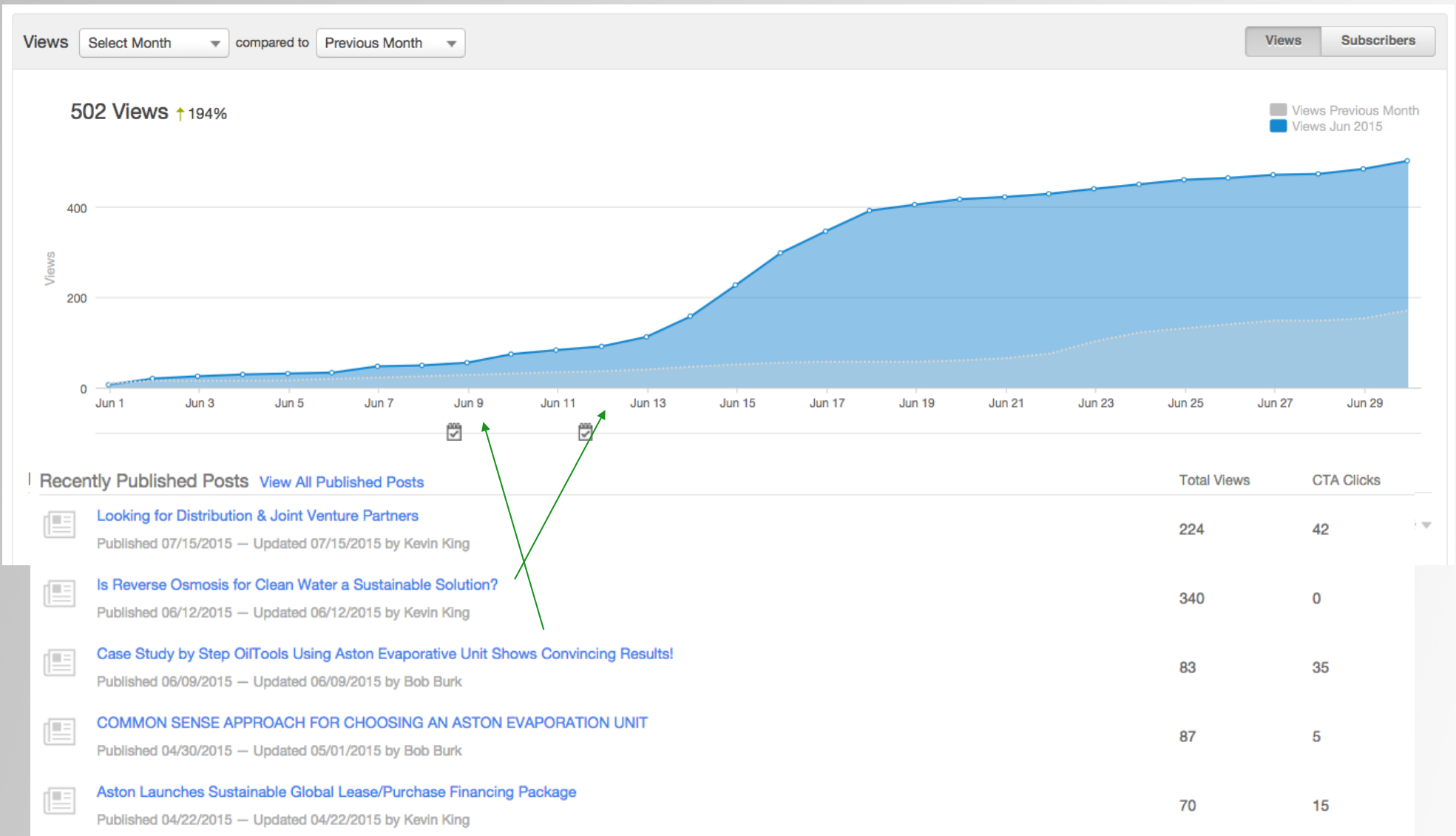
Organic Traffic Last 30 Days

Swimming with the sharks and competitors












Blogging and content are crucial for driving traffic to a website.

Look at Previous Month (no blogs in May) vs. June (2 Blogs)



Sources of Traffic Can Dictate Strategy

Content drives search organically and via LinkedIn

Source	Visits	%	Contacts	%
 Organic Search Google, Bing, Yahoo, etc.	4,767	3.5%	165	3.0%
 Referrals Links on other sites	910	1.8%	16	0.0%
 Social Media Facebook, Twitter, LinkedIn, etc.	3,671	13.6%	499	0.0%
 Email Marketing Email links	771	1.0%	8	0.0%
 Paid Search Paid search advertisements	3,373	2.2%	74	0.0%
 Direct Traffic Manually entered URLs	4,353	3.7%	163	0.0%
 Other Campaigns Other sources	1	0.0%	0	0.0%
 Offline Sources Imported	0		18	16.7%
 Total	17,846	5.3%	943	0.8%

strategic email can jump start traffic