WORKING WITH KUNO

5 CLIENT STORIES

INTRODUCTION

Sitting in on sales calls made one thing clear: Potential customers who had never worked with an agency had a difficult time picturing what an ongoing relationship with Kuno Creative would look like. And I don't blame them—the whole idea is a bit abstract.

To fix the problem, a few members of our team took some time out to pen a few of their experiences that illustrate what it's like working with an inbound agency such as Kuno. While every partnership is different (we customize your experience to your goals), these five stories should help explain some of our capabilities, goals and results when it comes to inbound marketing, content marketing, sales enablement and website redesigns.

Enjoy! And don't hesitate to reach out if you have questions about a partnership with Kuno Creative.

—Brianne Carlon Rush, VP Operations

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CHAPTER 1

12 MONTHS OF INBOUND MARKETING SERVICES

You're a successful business with an established customer base, a great team and steady revenue. You, your partners and your employees are passionate about your product or service, and you know your solution is the best in the industry. Yet, when it comes to ongoing inbound marketing—specifically, reaching, capturing and nurturing new leads, you're overwhelmed.

Your marketing team is highly adept, but you simply don't have the resources in-house to produce the dynamic website or high volume of high-quality content and lead generating campaigns your brand deserves. You know your business is capable of reaching new markets and unprecedented growth through inbound marketing, but you're not sure where to begin.

This was the exact challenge our client faced: a generations-old medical device company with a powerful product and experienced team—but an antiquated marketing strategy, poor lead tracking process and outdated website.

THE PAIN POINTS

When a business has existed for several decades, it's not uncommon for processes to become outdated—often without anyone realizing. This is especially true when that brand's product is practically a household name. But even the most powerful and enduring organizations occasionally need a marketing refresh.

Without modern marketing automation and closed-loop reporting in place, tracking leads and measuring sales was cumbersome and inefficient. Additionally, the client's already overwhelmed marketing team lacked the resources and availability to tackle content strategy and development. Finally, the company's website didn't adequately reflect the brand or convey the true value of the product.

This client recognized that while its traditional methods were still yielding enough sales to sustain the company, an updated strategy could drive a significant amount of engagement and improve the sales process.

THE FIRST MEETING

Like many small to midsize businesses, this client understood the value of working with a team of experienced marketing experts rather than recruiting, hiring and training its own inbound marketing team. During the kickoff meeting, the client was introduced to the team hand-picked for them by Kuno Creative leadership, which included the following:

INBOUND MARKETING CONSULTANT | ACCOUNT COORDINATOR | BRAND JOURNALIST
DESIGNER | WEB DEVELOPER | TECHNOLOGIST

DURING THIS MEETING, THE CLIENT VOICED THREE MAIN CONCERNS:

1 How can you effectively write to our sophisticated audience on a topic you know little about?

Our answer: We have a meticulous Buyer Insight Process that includes several interviews with our clients' internal experts, current and former customers and, if necessary, additional experts within the field. Our content team members immerse themselves in our clients' industries and never stop researching new trends and ideas.

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2 The medical field is a highly regulated industry. How can we make sure all your marketing efforts comply with regulations?

Our answer: We work with our clients to develop a review process that ensures each piece of content published on our clients' behalf is legally sound and complies with industry regulations, and that all claims accurately reflect the product as well as the brand mission.

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3 Our product is simple. How can you continue to come up with fresh content ideas to attract new leads?

Our answer: Not all content will discuss the product itself. Top and mid-funnel content instead directly addresses key persona pain points we unearth during the Buyer Insight Process. The goal of these pieces of content is to gain a reader's trust and naturally guide them toward the next step in the buyer's journey. We'll draw ideas from interviews, industry trends and previously high-performing content.

MONTHS 1-3:
PERSONAS, STRATEGY DEVELOPMENT AND BEGINNING THE BUILD

The first phase of any project is arguably the most important, and lays the foundation on which we build all future strategy.

During this phase, the brand journalist sat down with several of the client's employees—including members of the leadership team, the marketing team, the sales team and the product team. Next, the brand journalist interviewed several current, former and lost clients to better understand the pain points, challenges and day-to-day experiences of the client's customers. The brand journalist compiled all of these findings, along with detailed personas, into a Buyer Insight Report and shared this with the client.

Next, the team—including an in-house designer—used the findings from the Buyer Insight Report to guide user experience and design of the site. After approval of the initial website wireframe, the team moved on to a full design.

The client wanted to make sure the site reflected its brand identity: clean, practical and familiar, but with a lively, modern touch. While the designer worked to incorporate these elements, the brand journalist worked to create messaging that accurately conveyed the client's trustworthy, straightforward tone. With help from an SEO assessment completed by the technologist, the brand journalist worked to ensure the site included appropriate keywords and was properly optimized for both search engines and users.

With regular input and feedback from the client, the brand journalist, designer and development team created a beautiful, user-friendly and helpful website.

For a more in-depth look at a website redesign, see Chapter 2.

Simultaneously, the technologist worked with the client on the integration of the new CRM and set up lead scoring to ensure only the most qualified prospects reached the sales team.

The brand journalist developed an extensive content calendar, chock-full of blog post topics and quarterly campaign concepts that directly addressed key buyer pain points and helped establish brand credibility. Next, the brand journalist shared this calendar with the client during a meeting and, afterward, posted it to the project management tool we use to share documents and project updates—Basecamp—for further review. The brand journalist talked through client questions, concerns and feedback until everyone was fully satisfied with the topics.

Once the calendar was approved, the brand journalist set to work drafting the first round of blog posts and the first eBook.

Each blog post was reviewed by the client's marketing director as well as members of the company's regulatory and leadership teams. After revisions and editing were completed, the content team optimized the posts, added them to the HubSpot COS and scheduled them on the dates listed in the content calendar.

In the case of the first (and each subsequent) eBook and other long-form content, the content was reviewed first by the client's marketing director, regulatory team and members of leadership. Once approved, the eBook copy and approved campaign assets (such as the CTA, landing page, confirmation page and email copy) was passed along to the design team for creative design. After the design was approved, the technology team added the eBook and assets to the site, and set up the campaign workflow.

MONTHS 4-9:
WEBSITE COMPLETION, CAMPAIGN LAUNCHES AND GROWING TOGETHER

After building the website, Kuno Creative completed an in-depth QA process. Once the copy and design were tweaked and perfected, the client proudly launched their new website and first campaign.

Once the launch was completed, the client and Kuno Creative team fell into a comfortable cadence. They met several times per month to brainstorm new ideas, and share feedback. Fresh leads began to trickle in—gaining momentum with the subsequent campaigns.

The Kuno Creative team regularly assessed the success of their efforts and communicated outcomes to the client. This transparency helped foster an enjoyable, productive and rewarding partnership.

MONTHS 10-12:
PLANNING FOR THE FUTURE

Toward the end of the annual contract, the Kuno Creative team compiled a detailed report that outlined the client's various successes throughout the year, ideas for future campaigns and suggestions for continuing the momentum—such as lead segmentation, potential unexplored personas and ideas for demand generation.

In one year, the client secured a brand new website, four new

gated lead-generating resources, more than 50 evergreen blog posts, multiple email drip campaigns, a fully integrated CRM with sophisticated reporting, software training and the healthiest sales pipeline in several years.

Before the annual contract expired, the client signed for another year and is looking forward to adding more demand generation opportunities to its current marketing strategy. Through inbound marketing, this established company grew from a well-known provider of a decades-old solution to a modern brand ready to win over a new generation of healthcare professionals.

CHAPTER 2

A WEBSITE REDESIGN STORY

HOW DO YOU COMPETE WITH THE TOP COMPANIES IN YOUR SPACE WHEN YOU'RE SMALLER AND NEWER TO THE PLAYING FIELD?

That was the challenge facing our client, a professional services firm that competes with the "Big 4" accounting firms.

OUR CLIENT ALREADY HAD A LOT OF PLUSES:

- They had a roster of impressive customers, including hot tech companies like Fitbit and major players like Iron Mountain
- Among their clientele, the company had a reputation for being the absolute best at what they do
- They had a unique value proposition their competitors couldn't offer: the ability to give customers a comprehensive suite of niche services that save time and money when provided together

ON THE FLIP SIDE, THEY WERE STRUGGLING WITH:

- Competing against well-established players in their space at the same price point
- Competing against less established players offering the same categories of services at a lower price point
- Helping prospects see the value of choosing an option besides one of the Big 4 firms, which historically have been considered a "safe" choice for the services they offer

THE TRIGGER FOR CONTACTING KUNO CREATIVE

When our client initially reached out to us, they felt their website was holding them back.

Their website was visually outdated. With a traditional-looking layout and classic blue and white color scheme, the website didn't represent our client's high-quality services. It also didn't help them be seen as an equal option to their Big 4 competitors.

From a functional perspective, their website lacked many of the inbound marketing elements that make a website function as a powerful sales tool. While they blogged regularly, they didn't include calls-to-action within their posts. And while they had a "Contact Us" page, it was the only conversion opportunity on their site.

THE GOAL FOR THE WEBSITE REDESIGN

There were two primary goals for the website redesign:

- To build a beautiful website that helped our client be seen as a high-end option, on the same playing field as their more established competitors

- To build a website that functioned as an inbound marketing machine, with a thoughtful layout that anticipated the customer journey and provided multiple personalized conversion opportunities

WHAT WE DID: KUNOXDESIGN

Our client chose to take advantage of kunoXdesign, a service we've developed that incorporates the best design and development frameworks in existence today and melds them to create digital experiences that engage. To help explain what that process looks like, here's a play-by-play:

MONTHS 1-3

Month 1 began with Kuno team members reaching out to contacts our client provided to schedule interviews for our discovery process. Over the first few weeks of the partnership, a Kuno brand journalist interviewed five stakeholders from the client company, broken down between leadership, marketing and subject matter experts.

From this insight, we created **user profiles**, snapshots of the top three to four users most likely to use the website. These profiles share information about the user's demographics, pain points, goals and job function and are used to inform our design and user experience choices moving forward.

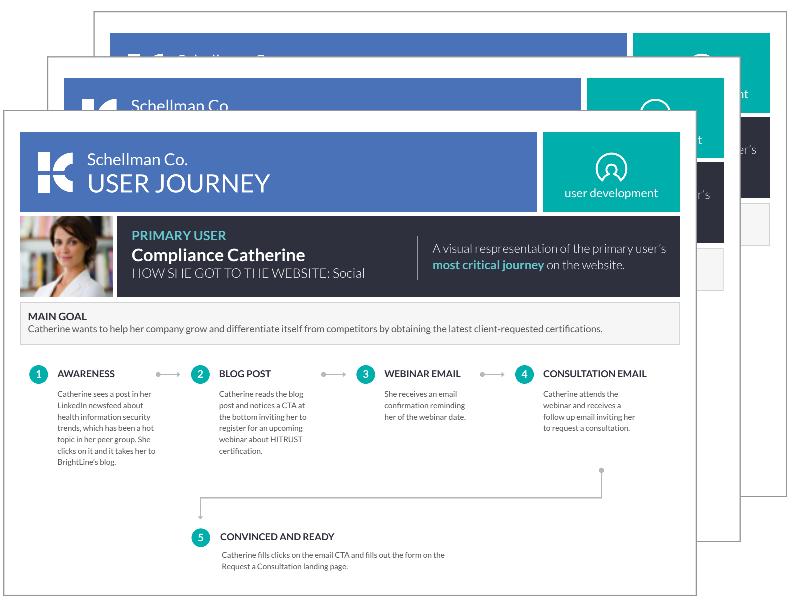
We also spent the first few weeks looking at our client's competitors and analyzing their websites and social media profiles.

Once our discovery phase was complete, a kickoff meeting was scheduled to review the user profiles and **competitor analysis**. We had an excellent discussion about the relative strengths and weaknesses of these competitors' strategies.

We also reviewed the **creative brief** filled out by the client so the team could better understand what they were struggling with.

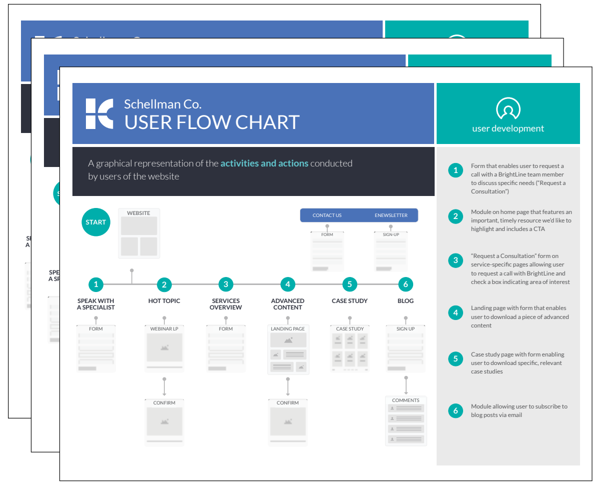
During this meeting, the client team and the Kuno team also reviewed websites the client loved and talked through which aspects of the sites excited them. They loved the visual style of luxury brand sites like Rolex, and we had an excellent conversation about how this style could influence our design choices.

After the kickoff meeting, we created an estimated **project timeline** that showed what progress could be expected on a week-by-week basis. We also set up a regular meeting time for both teams to review progress, provide approvals and discuss next steps.



Next, the Kuno Creative team collaborated with the client team to create **user journey maps**. User journey maps are blueprints that predict the journey different users might take to and through the client's digital experience.

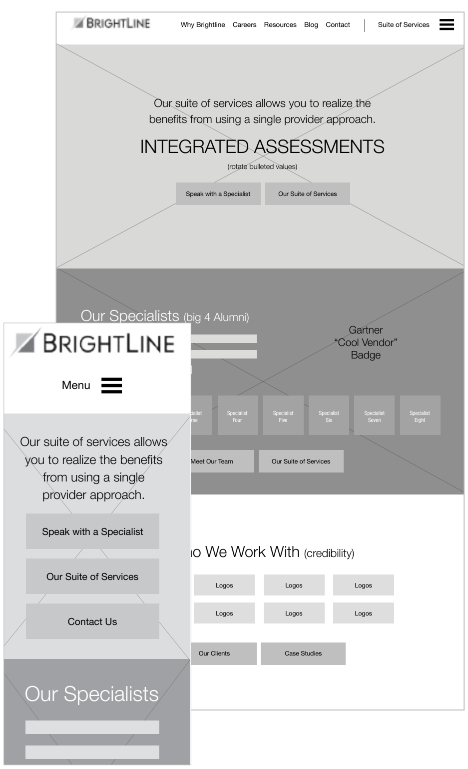
For example, we hypothesized that one of our user personas might be most likely to enter into the client's ecosystem through a social media post, then convert on a whitepaper landing page and move through the sales funnel via email lead nurturing. Multiple scenarios like this were mapped out prior to developing any website designs so we could create a vision of the different paths that needed to be in place on the website.



Another step we took at this time was creating user **flowcharts**. A user flowchart is a diagram of the different conversion points available on the website and is informed by the predictions in the user journey map. This is a preliminary step to wireframing and helps create logical paths on the website for personas at all stages of the funnel.

Once we'd done all of this preliminary work, it was time to think through the **site map**. The agency and client teams dedicated an entire meeting to this critical discussion. The Kuno team proposed three different ways of organizing the site information: by persona, by industry or by service line.

The discussion that ensued was lively, and each option was thoroughly weighed. We discussed the pros and cons of each and collectively decided that organizing our site map by persona wasn't the best option because our personas pain points weren't starkly dissimilar. We decided that organizing by industry was similarly problematic, since many of our personas were in a certain industry but needed certifications that aligned with their customers' industries. We concluded that organizing by service line made the most sense and would provide the best user experience for our customers.



We then discussed how to organize the main navigation and interior pages in the best way possible. We settled on three-level deep navigation for the service lines, with a separate menu that stood out from the rest of the main navigation. We also chose pages from the client's current site to eliminate or combine to create a more seamless user experience.

Once we had that nailed down, we moved into the wireframing stage. **Wireframes** are blueprints that show the potential layout of each page, with blocks for each text and image section and space earmarked for CTAs and other conversion points. The wireframes were the logical continuation of the work we'd already done, and were quickly followed by an initial home page design. Using our knowledge of the client's personas and the desired luxury brand feel, we used imagery and font choices that gave the brand a high-end feel. We also used the angles in the logo to inspire an angled sectioning of the page, which gave it a modern, sleek look and helped keep the user's eye moving down the screen.

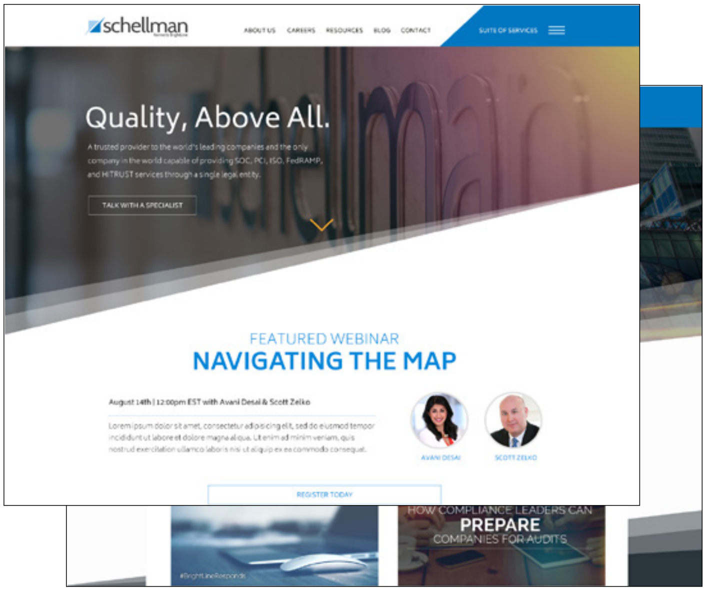
At this point, we looked closely at desktop and mobile renderings of the page, making sure to start with mobile and work our way up to desktop.

We then moved on to designing the interior pages. Each week, we shared a new batch of designs. The client would share initial reactions, then spend some time discussing the designs internally before sharing more elaborate feedback with our team. We arrive at the next meeting with edited designs and a set of new designs, repeating this process for four weeks until all pages had been addressed.

Throughout the process, the Kuno team utilized Basecamp project management system, which helped keep the project running smoothly and all parties, including the client, informed of progress.

MONTHS 3-6

By the third month, we were ready to move into development. During this stage our development team built each template on the HubSpot COS using the designs we'd approved in previous months. Several templates per week were built out until they were all complete, at which time our technology team began entering copy and setting up each page with the correct settings.



As each page was built out, we shared it with the client for review and received feedback or requested changes. This continued for several weeks, with changes to the copy being made to better suit the layout of each page.

As the site was being built, SEO elements were added and we began working on the inbound marketing aspects of the site. We created a progressive form field strategy, where we proposed standard form fields for top-of-the-funnel forms to reduce friction and encourage conversions. We then proposed progressive fields for return visitors to gather more specific information we could use in our lead scoring strategy. These became our standard forms throughout the site and were implemented on all top funnel landing pages. At this time, we also built landing pages, confirmation pages and email templates.

As we neared our launch date, we continued to tweak the copy, add employee photos and bios, and add SEO elements to each page. At the beginning of month six, we were ready to launch. One week before launch, we ran through our pre-launch checklist and coordinated with the client's IT team on when we were going to make the change.

Finally, it was launch day! We launched the site early on a Monday morning and set aside the entire day to set up redirects from the old site and QA every link and page of the live site. Throughout the day, we made changes as necessary and were in constant communication with the client over small issues that needed to be resolved.

The client received excellent feedback about the new website—employees were happy with the look and feel excited about the new functionality. The launch day was a success.

LOOKING TO THE FUTURE

In the months that followed launch, we've spent much time looking at the behavioral data of our users and making changes to the site based on that data. For example, we examined which CTAs were working and optimized CTAs that were having less success.

We're continuing to test things like new imagery on the homepage, slight design changes to major sections of the websites (for example, adding photos of webinar hosts to a website section that promotes upcoming webinars) and new layouts for landing pages.

We also set up lead scoring based on the new website pages and have tied criteria like past views of high value pages (like case studies) to higher lead scores. This is something we'll continue to tweak over time as we have more data.

Because we have an ongoing agreement with this client, we're able to view this website as a living ecosystem that can grow and change as we have more information about the user's preferences. That's a huge advantage in the sense that this website will likely never get stale—it will continue to be refreshed from a content, design and functionality perspective on a monthly basis.

CHAPTER 3

BLOGGING: WHEN IT'S TIME TO CALL IN REINFORCEMENTS

A COMPANY BLOG IS A GREAT WAY TO BUILD BRAND AWARENESS, ESTABLISH THOUGHT LEADERSHIP AND EDUCATE PROSPECTIVE CLIENTS.

In fact, studies have shown 79 percent of companies that blog experience a positive ROI for inbound marketing efforts, and 82 percent of those that blog daily acquired a customer using their blog. Blogging is an essential component of inbound marketing, and more companies have embraced it in recent years as a way to drive traffic to their website.

79% OF COMPANIES THAT BLOG EXPERIENCE A POSITIVE ROI

82% OF THOSE THAT BLOG DAILY ACQUIRED A CUSTOMER USING THEIR BLOG

However, unlike some traditional forms of advertising, a blog isn't something you can fix and forget. It requires a dedicated person to spearhead the effort, writers who can devote time to publishing regularly and a working knowledge of search engine optimization to ensure posts will be seen.

Before long, the person leading the charge (usually a marketer) finds herself spread too thin to give the blog the attention it needs to thrive. Enthusiasm may have been strong in the beginning, but now staff contributions are few and far between. The lethargic response from staff and readers causes those at the top to question whether it's worth continuing at all.

This was the dilemma a marketing director for a leading energy company faced two years ago. Sub-zero temperatures and several feet of snow were pummelling residents across the country, then pounding them with rising electric bills in a one-two punch.

Although the weather was outside anyone's control, the customers' perceptions toward the company were less than warm and fuzzy.

The marketing director, Lydia, continued to dutifully push out blogs whenever she could fit them in, but engagement was lagging. Viewership had decreased by 19 percent, and unique visitors were down by 23 percent.

Lydia was confident she could turn things around. If only she could clone herself—or somehow add an extra eight hours to her day.

While reading up on blogging best practices, Lydia discovered Kuno and gave us the lowdown in 30 minutes. (She's a busy woman with a knack for talking fast.)

THE BOTTOM LINE: TO BRING THE BLOG BACK TO LIFE BY SPRING, SHE WAS GOING TO NEED ALL HANDS ON DECK.

THE DISCOVERY

First, Lydia enlisted the Kuno technology team to review her current blog and analyze which keywords seemed to be driving the most traffic to the website, as well as which topics tended to get the best response. (She was surprised to find a seemingly random blog post about how animals conserve energy was getting more hits than anything her team had written in the past few years.)

Meanwhile, she rounded up five business development managers from each region and introduced them to a Kuno Creative brand journalist. The brand journalist spent 30-45 minutes talking with each of them about the company's typical customers and what motivates them, as well as what the company ultimately wanted to accomplish.

Within a few weeks, she was able to make recommendations for:

- Proposed blog topics
- Other engaging content, such as an infographic with energy-saving tips
- Potential content sources
- Keywords to optimize blog posts for search engines
- A style guide for the blog

Once Lydia got the company's key stakeholders to agree on the overall strategy and topics, it was time to get to work!

THE RELATIONSHIP

While Kuno's brand journalist brought expertise in news writing and SEO, she relied on Lydia's perspective and familiarity with the company's extensive legal process. **Lydia reviewed each blog post, provided revisions and managed approvals between subject matter experts and legal counsel.**

Once each blog was approved, Kuno's brand journalist posted it using the company's HubSpot portal. In addition to making it easy to optimize each post for search, HubSpot gave the company insight into which posts were driving the most traffic to the site.

Lydia and Kuno met weekly to discuss upcoming posts. Although the brand journalist typically wrote blogs about a month ahead of the planned publish date to account for extensive legal approvals, having flexibility was critical. In addition to publishing posts on "evergreen" topics, the company used its blog to share announcements about exciting projects, educational webinars and customer relationships. They also weighed in on hot topics in the industry as they arose. Between industry websites, competitor sites and social media, Kuno's brand journalist had no shortage of ideas. Fortunately she could count on Lydia to help prioritize them and direct her to in-house experts to put them into context.

This collaborative approach to blogging made it possible for the company to **quadruple their posting frequency** while allowing Lydia and her team to focus on other marketing priorities. Lydia also worked with Kuno to assist with emails and social media posts to maximize the visibility of each post.

THE RESULTS

By October, the company was posting 8-10 times per month and saw a 419 percent increase in organic traffic to its website. The blog also picked up more than 300 subscribers in a single month—an 82 percent increase—and experienced a boost in social media sharing and following.

During this time, the company's email engagement significantly improved, as well. Email deliverability increased by 3 percent. Open rates increased by 5 percent, and the number of email unsubscribes decreased by 42 percent.

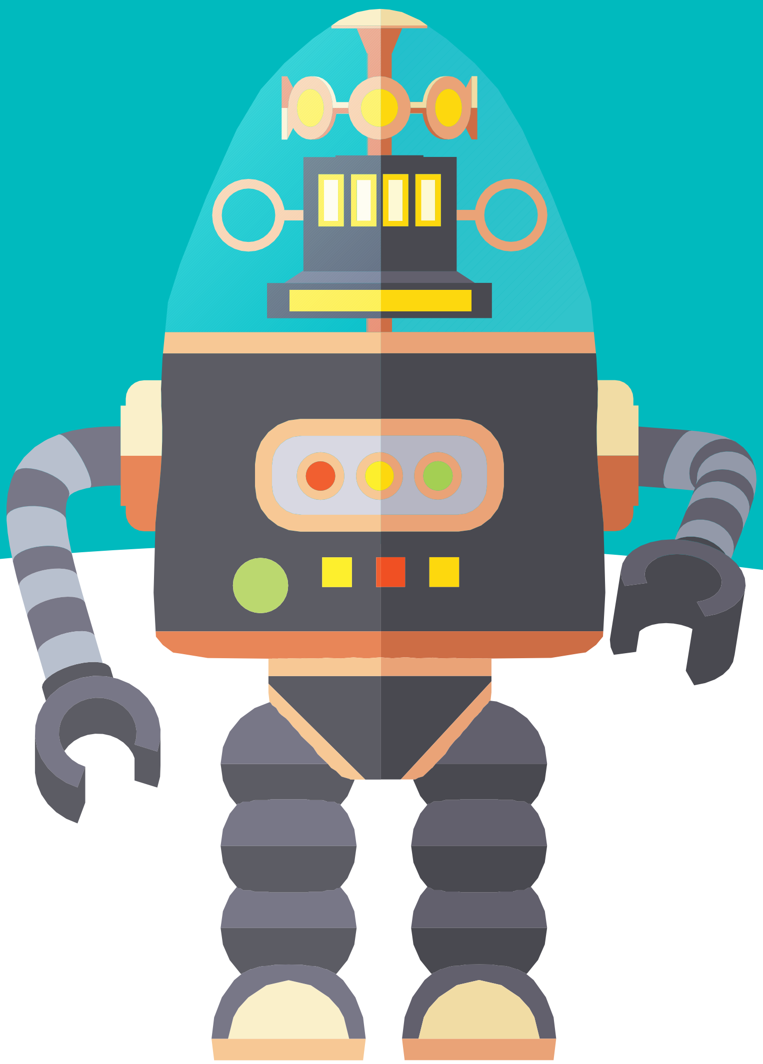
419% INCREASE IN ORGANIC TRAFFIC TO ITS WEBSITE

300 SUBSCRIBERS IN A SINGLE MONTH

After more than two years, Lydia and her company continue to work with Kuno to fine-tune their blogging strategy. They currently have nearly 1,200 blog subscribers, a tenfold increase from when they began.

As the energy industry continues to reinvent itself, the company's blog must adapt to educate readers and stay relevant. This takes a lot of effort and requires someone who can lead the charge. Luckily, Lydia can let someone else take the reins so she can focus on the 10,000 other things she's juggling these days.

CHAPTER 4



MARKETING AUTOMATION STARTING FROM SCRATCH

WHEN AN ENTERPRISE IT MANAGEMENT SOFTWARE COMPANY CAME TO US, THEY HAD TWO PRIMARY GOALS: TO INCREASE ENGAGEMENT AND CLEAN UP THEIR DATABASE.

THE GOOD NEWS?

They had approximately 50,000 existing contacts.

THE BAD NEWS?

They had no system in place to actually communicate with these contacts. **It was safe to assume not a single one of these 50,000 leads had been qualified or nurtured.**

We had our work cut out for us.

GETTING ACQUAINTED

The first step whenever a client is looking for assistance with marketing automation is to define the exact issues they want to resolve.

IN THIS CASE, THERE WERE FOUR PROBLEMS:

1. None of their contact data was consistently recorded since they had no standard process for collecting emails and storing contact information.
2. Their sales process was disorganized, which was especially worrisome since their average sales cycle is between 12 months and a year-and-a-half.
3. They had cobbled together three different softwares for sales and marketing–an internal proprietary webmaster platform, Salesforce and a content management system (CMS) developed outside of the U.S.–resulting in the absence of a central, easily accessible data repository.
4. A lack of lead nurturing meant any new leads driven by their in-house lead generation efforts were never actually being contacted by anyone at the company.

SETTING UP HUBSPOT

This client had never used HubSpot, so we had a blank slate to work with.

On the plus side, this meant there were no leftovers to update or delete altogether and we could use our best practices to get everything started on the right foot.

But this also meant every single template, landing page, confirmation page, email and contact list had to be made from scratch. Though it was a substantial upfront time commitment, it was worth it.

However, before we got to that point, we needed to convince the CEO and the leadership team (the primary decision-makers) to commit to using HubSpot. They were accustomed to their existing multiple software system and were hesitant to put all of their eggs in one basket, so to speak. We discussed the general benefits of consolidating their platforms as well as the pluses of specifically using HubSpot to facilitate this combination. After addressing each of the CEO and leadership team's concerns and proving this was the best route to take, they were on board.

While the templates and other assets were being built, we designed a comprehensive lead scoring algorithm based on all of the different ways someone could interact with our client's site. Using input from their sales team as well as an analysis of their existing data, we determined their distinct criteria for identifying a marketing qualified lead (MQL) and a sales qualified lead (SQL).

Then, we got to work on helping to nurture these leads.

THE FIRST CAMPAIGN

It was time to reach out to those 50,000 contacts.

The objective: reignite interest in the company's solutions and keep their brand top of mind as the leads moved through the buyer's journey.

To do this, we sent bi-weekly emails for 30 weeks. This may sound like a rather long campaign, but remember: Their sales cycle can last up to 18 months. We didn't want to overwhelm their leads but we also wanted to keep them engaged, so we determined sending emails bi-weekly was the best schedule.

At the beginning, the leads received top-funnel content, such as educational eBooks and videos. As they progressed through the workflow, we began providing lower funnel content—for example, case studies and webinars. The final step in the workflow was an invitation to request a demo of our client's solution.

THE RESULTS

One of our client's main goals was to increase buyer engagement with their brand.

The email open rates and click-through rates seen in the first campaign were higher than those the client had observed at any point in the past, indicating a substantial improvement in engagement.

Additionally, webinar registrations rose substantially. The sales team also said the MQLs were of better quality than they'd ever seen previously.

Within the first four months following campaign launch, our client went from zero MQLs to nearly 400. At six months, they had more than 1,000. And after the campaign had been live for nine months, their database contained 1,500 MQLs. This is an average of 166 MQLs per month, whereas previously they had acquired none.

LOOKING AHEAD

We have now been working with this client for about a year and we're excited about the developments in the pipeline:

- **Integrating Salesforce and HubSpot to automate data syncing**
  Presently, an individual employee at our client's company exports data from HubSpot and manually enters it into Salesforce, which is, obviously, very inefficient.
- **Creating partner workflows**
  In addition to targeting potential end users, we have created new campaigns focused on building relationships with companies for whom our client could become a vendor.
- **Replacing outdated forms on client's site**
  Right now all form submission data is being routed through an API and then populated in HubSpot. This limits the level of optimizations that can be made. Plus, having the data transmitted into HubSpot directly will make data analysis much easier.
- **Building additional drip campaigns**
  We have recently begun distributing mid- and bottom-funnel content via email to contacts who have completed the first workflow but have not yet become MQLs. We will continue to expand these campaigns over the coming months.

Thus far, the client has been pleased with not only performance but also each step of our approach, since we have built a marketing strategy that can be more easily scaled than their prior methods. Though the CEO and leadership team had previously been hesitant to new ideas, they are now much

CHAPTER 5

SALES ENABLEMENT SERVICES

If you're like most business executives, your goal for sales and marketing is to increase revenues and customer lifetime value while reducing the cost to acquire customers. Ultimately, investing in people and technology must show a return on investment within a reasonable time frame. You can redesign your website, put together a budget for targeted digital advertising and improve your online visibility to reach new buyers. These are all important steps, but they only get you part of the way to achieving your business goals.

What happens when you start generating an ever increasing volume of new leads each month through inbound marketing? How do you respond? What process do you have for reaching those leads when they are ready to purchase, and how can you increase the efficiency and close rates of your sales team?

These are the questions one software as a service (SaaS) customer had after working with Kuno over the past two years to build an engaged audience. So Kuno set out to answer them and build a process that worked for their sales and marketing teams.

THE GOALS

Kuno specializes in marketing automation and sales enablement using the HubSpot Sales and Marketing Platform. During the first few months of the new engagement, we developed processes with specific objectives in mind:

- Identify qualified buyers through progressive profiling and lead intelligence
- Nurture leads with relevant, helpful content that moves them through the sales funnel
- Identify behaviors and triggers that indicate sales readiness and notify sales reps in real time
- Reduce the response time of sales reps to interested buyers
- Improve the effectiveness of sales calls with buyer insights, engagement and activities
- Improve the efficiency of sales rep communications and lead tracking
- Provide one-touch access to a library of sales support content to enhance engagement
- Increase the visibility and accountability of sales rep activity and overall performance

PHASE 1 (MONTHS 1-2)
SALES AND MARKETING ALIGNMENT AND DATABASE ENHANCEMENT

During the first two months, we met with the sales and marketing teams to review their current sales process, challenges and barriers to success. We collaborated with both sales and marketing to reach a mutual understanding of who their ideal customers are and how they can best be reached and nurtured into customers.

Next, we worked with sales and marketing teams to assess their current prospect database, remove bad leads (for example, invalid emails or bogus contact names or companies) and to establish criteria for contact assignment to sales reps. We set up segmented contact lists (for example, highest priority leads based on lead scoring, product interest and recent website engagement). This process gave each sales rep lists of ready-to-go contacts that they could reach out to by phone or personalized emails with a high probability of engaging them.

We worked with the sales team through training and coaching to give them instant access to marketing data and help them understand how to use both the CRM software and data to improve sales performance. We also gathered requirements for successful implementation of a new sales and marketing process and reached agreement with both teams.

PHASE 2 (MONTHS 3-6)
SALES AND MARKETING PROCESS DEVELOPMENT

During the second phase, we developed content, workflows, notification emails and automated processes using the HubSpot sales and marketing tools that enable attracting, converting, closing and delighting customers. We created a library of email templates that sales reps could instantly send to prospects at any time during the sales process. Each template fits a certain scenario, for example an invitation to attend a group demonstration, and is personalized for both the recipient and the sales rep. We also developed a library of sales-ready content, for example electronic brochures and how-to eBooks, that sales reps could easily attach to their prospect emails. Each type of content and email templates could then be tracked in reports that enable the teams to evaluate their effectiveness in the sales process.

Kuno Creative has deep experience working with the HubSpot Sales and Marketing Platform, which we used to monitor both the technical flow of information and process usability by sales and marketing teams and make adjustments as needed to optimize results.

Finally, we analyzed and reported on progress toward achieving goals and adjusted the strategy and process as needed on an ongoing basis.

PHASE 3 (MONTHS 7-12)
RESULTS, TRAINING AND FINE-TUNING

During the remaining months of the engagement, we saw the sales and marketing teams working effectively together and utilizing the new sales and marketing process to increase revenues while reducing inefficiency costs.

As additional training, content creation, workflow development, lead segmentation and process update needs were identified, the Kuno team stepped up to ensure the sales and marketing teams were able to continue working efficiently together. This helped to continuously improve the process and expand on capabilities.

MAKING THE MOST OF OUR PARTNERSHIP

The most successful partnerships Kuno has experienced are a result of strong relationships built over time. So how can you make the most of your agreement? Here are a few tips:

1. **Determine a capable point person:** It is imperative your organization identify one person to communicate with Kuno on a regular basis. This person should have the time to work with us, the buy-in from the rest of the team and the decision-making ability to sign off on budgets.

2. **Understand your participation in the content process is crucial:** You are the expert when it comes to your service or product. We are the marketing experts. That partnership creates powerful content, but only if both sides are participating in the process. You may also need to get buy-in from your legal team if you work in a highly regulated industry.

3. **Consider an on-site visit from Kuno:** Building a relationship when you have never met in person is certainly possible, but it isn't easy. The Kuno team is willing and able to travel for a one- to two-day visit to meet your team, understand your product or services, identify your marketing goals and processes and solidify the partnership moving forward.

4. **Trust us:** Of course we want your ideas and input. In fact, we rely on it. But trust that we have your goals top of mind, and we want to work with you to achieve them.

READY TO DETERMINE WHAT YOUR PARTNERSHIP WITH KUNO WILL LOOK LIKE?

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