

All the Rage: An Omni-channel Campaign to Keep on File



281%

YoY increase in
organic leads



\$120k

in revenue from
a single trade
show



100%

adherence
to quarterly
marketing goals

Situation

eFileCabinet is a document management software that takes the pain out of complex filing and digitizing processes. Their software is cutting-edge and intuitive, but the document filing industry is stagnant. Those who follow software trends closely might describe it as humdrum. eFileCabinet was struggling to stand out in this crowded and boring marketplace. Management understood the value of marketing, but didn't have the staff to execute any campaigns.

eFileCabinet has been around since 2001 but has been totally focused on their technology and product. They didn't even have a dedicated marketer on their team when they hired us. In fact, before engaging 97th Floor, there were no marketing professionals at eFileCabinet.

eFileCabinet had stagnant market share, and with players like Dropbox in the space, that market share lessened each day. Without any established marketing, they were nearing a crisis.

eFileCabinet recognized their small (and shrinking) market share situation and hired an agency to help them figure it out. The agency they hired was more ideas than execution, and so they brought on 97th Floor to help do the work. It quickly became clear that 97th Floor was capable of doing the execution and the strategic ideation, and so 97th Floor became eFileCabinet's sole agency and chief marketing force.

- Loose audiences needed refinement and defined marketing strategies
- Marketing automation was not synced with top-funnel acquisition (PPC and SEO)
- eFileCabinet needed to stand out in a boring industry

With 97th Floor at the helm of the strategy and execution, we were ready to tackle their market share problem. Together we expanded the services to integrate paid media, SEO, content strategy, and marketing automation via Hubspot.

Strategy

eFileCabinet's document management software can help most any business (we all need to organize our documents, right?), but together we identified four specific audiences who would benefit most immediately: human resources, accountants, insurance agents, and legal staff. After defining and refining these target audiences, we went to work creating the strategy to capture and convert these four audiences. Simply put, we needed to craft a multi-channel strategy that fed into a well oiled HubSpot account.

We needed a strategy to cut through the boring clutter and make eFileCabinet really shine.

SEO strategy

Before we took over the strategy, we had been running the SEO arm of the campaign for the better part of a year. Because we had clearly defined our target audiences, it was easy to decide which keywords we needed to capture. We ran keyword and competitor research for all four verticals and verified that we were pointed at the right target. Our strategy was to capture these four personas through awareness- and consideration-level keywords specific to their industry.

Paid media strategy

We knew PPC advertising would be invaluable to this campaign. We love the targeting abilities of Facebook, the audience development within LinkedIn, and the intent-based keyword targeting offered by Google. We knew we'd need a strategy that incorporates the strengths of each platform to capture the audiences we had identified and drive them into the proper workflow from our ads.

Marketing automation strategy

eFileCabinet was using HubSpot for their marketing automation software. We can operate out of any marketing automation platform to craft a strategy and assist in general optimizations, but HubSpot is where 97th

Floor really shines. When we stepped into HubSpot to conduct a high-level audit of the software deployment to date, we learned that eFileCabinet was not taking full advantage of the platform—misfiring workflows, overlapping data points, and repetitive offers to name a few. We presented our findings and decided to restructure the entire HubSpot setup, including campaigns and workflows for each audience.

Often, when we audit a HubSpot account for the first time, we can quickly tell that there is no concrete, informed strategy. Many companies, inadvertently, do not properly plan a strategic approach to setting up HubSpot. HubSpot is a simple to use, all-in-one platform, but proper planning and initial execution are essential for its overall success.

We knew that we should be creating a dedicated lead nurture experience that hinged on the user's industry and what stage they are in the journey. Because our SEO and PPC strategy focused so heavily around four target industries, we could craft specific workflows that matched each industry.

- Synchronize all digital channels to target specific personas (HR, accounting, insurance, and legal)
- Target intent-based keywords with SEO campaigns in our specialized audiences
- Using multiple channels, target our dedicated audiences with the intent to drive them into their tailored landing pages
- Create specific workflows within HubSpot that cater to these four specific audiences
- Interview current customers to get the insight which we would later use to craft content and campaigns



Content marketing strategy

We mentioned earlier that document management is a boring industry, but we believed we could make an attractive content marketing campaign. At our request, eFileCabinet connected us with a dozen existing clients across our targeted industries. These interviews informed our content marketers of the audiences' needs and expectations from the product. The information we gleaned from actual customers went on to inform the content we crafted. Our efforts included a broad range of media, including ad copy, articles, ebooks, case studies, and email copy.

With an integrated and omni-channel strategy in place, it was time to execute it.

Execution

We started SEO optimizations a few months before we were asked to take control of the entire strategy, so much of the preliminary SEO groundwork had been laid. We had already conducted our technical audit and performed multiple rounds of keyword research. But now we had defined audiences—accounting, insurance, HR, and legal—which meant our keywords needed to resonate well with these specific audiences.

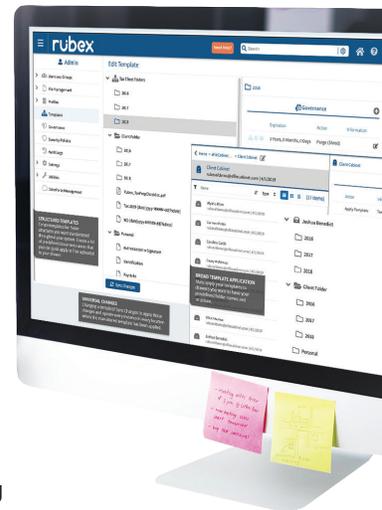
With the workflow mapped out for each of our target personas, we went to work creating the content needed to nurture prospective buyers by educating and qualifying them into sales qualified leads for eFileCabinet.

We built out four persona campaigns in total, each campaign had the following assets produced to support the content journey.

- 5 total workflows for each persona
- 4-6 emails in each workflow designed to educate and engage the prospect and get them to take our next designed action
- 3 ebooks with at least 5 blog posts designed to promote each ebook
- A content audit of older blog post content to determine what could be repurposed to fit into each campaign to help promote the offers we created
- 2 customer case studies
- Multiple smart CTAs that would be used on-site and within emails
- Dozens of smart landing page variants with corresponding thank you pages

The ultimate goal for each of these persona campaigns is simple: inform and qualify prospects into sales qualified leads (SQLs).

Alongside SEO efforts driving new visitors to our funnels, our paid media tactics would capture an entirely different set of prospects, and every prospect would be placed into one of our four target audiences. Our strategy was to create a multi-touchpoint series of campaigns spanning across three platforms; Facebook, LinkedIn, and Google Ads.



Running ads on Facebook allowed us to create audiences tailored to the demographics we knew about our audiences. LinkedIn was instrumental because we could pinpoint audiences based on job position and industry, guaranteeing that we're marketing to the right people. And Google Ads allowed us to market to our audience based on intent via keyword targeting.

We crafted multiple variants of ad sets for each vertical. Because we were targeting four different audiences, it was important that we tested multiple ad variants to ensure our different campaigns were attracting clicks and leading to conversions. In total, we created hundreds of ad campaigns across these three platforms.

We took paid media efforts to the next level by syncing them with our automation rollout. For example, when a lead would visit one of the landing pages in our workflows, but did not convert, we would retarget them. And in the case where a prospect did give us their information, HubSpot would tell us, and we could then offer that prospect a different asset, rather than the one they just downloaded.

Our marketing automation restructure gave eFileCabinet's prospects a cohesive message throughout their journey.

All channels were feeding into HubSpot seamlessly. The data we were getting from HubSpot began to inform these different channels. We successfully created a robust, reliable, fully-automated system that converts prospects into SQLs.

- 20 HubSpot workflows
- ~100 emails written and designed
- ~60 articles built for keywords surrounding the personas
- 100+ of ad campaigns across three platforms
- 12 vertical-specific ebooks
- 8 customer case studies
- Created the rage cage campaign, which earned media coverage



With HubSpot was humming along nicely we devoted attention to crafting a creative campaign that would cut through the fog of boringness that pervaded the whole industry.

We love flexing our creative muscles, and eFileCabinet gave us a lot of leash to do just that. When we learned that conference and trade show sponsorships had been lackluster, but eFileCabinet believed there was some opportunity being left on the table. We got to work and dreamed up a few ways they could get more out of an upcoming trade show called. An accounting conference, Scaling New Heights by Woodard.

We knew our target audiences: HR, accounting, insurance, and legal staff. These are professionals who are often tasked with filing documents and other general office management tasks. These aren't the most exciting office jobs, most would say they're downright dull. So our goal was to give them excitement.

Our idea was simple; at these conferences, set up a room filled to the brim with old office equipment and a sledgehammer. Before we handed them the sledgehammer, we collected contact information and imported it directly to HubSpot. At that point, attendees were unleashed on old office equipment, free to beat the ink out of printers, monitors, fax machines, copiers. In the background, we ran a workflow in HubSpot that nurtured these leads down the funnel.

This idea was approved and would go on to become the Rage Cage.

The event itself was a smashing success. Conference attendees had a good time destroying old office equipment, but as much fun as it was, our goal was to capture leads. We made sure to capture contact information and feed them into a contest system that promoted shareability. The rage cage got enough exposure that it attracted news outlets. With the local newspaper the *Daily Herald* covering the event as well as ABC News.



Results

Today eFileCabinet has seen the value in digital marketing and has invested more in all marketing channels, and has even invested in themselves. After about a year with 97th Floor, they hired their first CMO and our partnership is stronger than ever.

Organic search has continued to compound its success since we started. In the past year, leads brought in by organic traffic has increased by 281%.

Leads brought in from our paid media channels have grown as well. Using the best of Google Ads, Facebook, and LinkedIn, we're grabbing more marketing and sales qualified leads from our targeted verticals each month. The PPC channels we manage are measurable and profitable, and they feed directly into the marketing automation strategy we've created.

eFileCabinet's HubSpot account is now expansive, fresh, and efficient. In fact, if you were to see a before and after comparison, it'd be almost unrecognizable. We've

increased the number of workflows and made concrete changes to eFileCabinet's HubSpot account that have shortened the buyer's journey. Our workflows have accelerated the rate at which leads become SQLs and SQLs become closed deals. Everything falls into this meticulously planned and executed marketing automation ecosystem.

Content marketing efforts feed into all aspects of the funnel. We continue to create blog posts, site pages, landing pages, ebooks, case studies, and emails. We craft ads with deliberate detail to ensure the prospect feels unique and spoken to in the language they understand—be they be in HR, accounting, insurance, or legal. The lead nurturing content—ebooks, case studies, and emails—are precisely catered to the audience in the appropriate stage of the funnel.

Here is the breakdown of a single rage cage event as of publishing this case study:

- 800+ new contacts
- 1,900+ influenced contacts
- 70+ closed deals
- Over \$120K in revenue

Not bad for one tradeshow right?

The rage cage campaign has earned multiple media mentions, but also drove the largest influx of leads in a single month in the history of the eFileCabinet.

Today eFileCabinet's marketing channels speak to each other and pivot based on signals from each other. Because the funnels are so well planned and executed, when we draw in customers with awareness stage content, we can rest assured that the right people will convert with our campaigns. Together eFileCabinet and 97th Floor have created a system that's always maturing and driving the bottom line.

eFileCabinet is a leader in the document management space, receiving the accolades they've always deserved, including #1 in customer satisfaction, ease of use, and popularity. We're excited to continue refining the funnel and audience attraction strategy to ensure we continue to hit our shared goals.

- We've nearly doubled leads YoY, including a 281% increase in organic leads
- We created the largest influx in MQLs in a single month with the "rage cage" campaign
- Channels owned by 97th Floor produce more leads than any other channel (...combined)
- We remain to be the only marketing arm of the business that hits its quarterly goals

Ready to connect?
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