

A CASE STUDY:

Hileman Group and Marketing Automation

Executive Summary

In 2013, a health and hygiene solutions client engaged Hileman Group to help improve and automate their current lead nurturing process. Hileman Group recommended implementing a marketing automation campaign in order to help achieve their sales and business objectives.

Why Marketing Automation

Hileman Group was able to execute an automated self-qualification process through a custom **logic engine**. Based on the answers, only relevant trials were shown to end users. Integration into *Marketo* and a “4-part drip” email campaign created a cohesive nurture and branded experience. Incorporation into the client’s business system offered automatic fulfillment without any manual submissions or paperwork. Notifications were generated, assigning sales representatives automatically when a prospect was ready to buy. This allowed for a more successful, efficient process, increasing lead conversions.

Results

Within the first 10 months of the campaign, sales-ready, **self-generated leads increased by 250%**. The amount of “unqualified” trial programs were decreased and hours were saved through the automated process. Sales and trial leads were accurately obtained and fit into targeted demographics based on facility type and lead role. The client’s microsite and nurturing emails are continuously optimized based on monthly analysis of the program.

To learn how your company can benefit from marketing automation with Hileman Group, please visit us at www.hilemangroup.com/services/marketing-automation.

CHALLENGES

Client: Health & Hygiene

Challenges

Marketers are constantly challenged with improving their lead management process, while enhancing the quality of acquired leads. Initially, our client employed a manual lead qualification process through their product trial request program. At the time, all leads were generated through trial offers. Moreover, all leads were signed up for every trial, diluting the quality of each lead. Fulfillment of these trials were submitted and shipped on a case-by-case basis, causing an inefficient process. Lastly, there was no cohesive nurture or follow-up process for trial participants.

