

Food Processing Equipment Manufacturer Case Study

When do you decide to give up on a lead that isn't quite ready to purchase?

You spent a great deal of time and money attracting those new leads, and tons of energy nurturing them, but despite your best attempts, they haven't converted. At some point, you have to move on to newer, fresher leads. How do you decide when to move on?

HubSpot automation can be the secret weapon to continuing the relationship with those cold leads, without taking a lot of time from the already over-loaded sales team. Once the magic of lead-nurturing automation is in place, leads seamlessly enroll and engage indefinitely, allowing businesses to focus on growth while Hubspot focuses on continuing relationships. Several of Webstrategies' clients are currently leveraging Hubspot's automation tools to effortlessly nurture cold B2B leads, turning old prospects into new customers.

Within our portfolio, a food processing equipment manufacturer is harnessing the power of lead-nurturing automation to maintain connections with prospects that previously displayed interest in their industrial slicing equipment, yet haven't finalized a purchase. Upon transitioning deals to the "closed: lost" status in HubSpot, the former prospect seamlessly enters this automation sequence.

The six-month workflow includes:



6 emails, delivered one per month and designed to educate cold leads about products (ROI calculation, factors to consider when choosing equipment, etc.).

An additional, follow-up email to each client who clicks the previous email - more in-depth content on the equipment the lead is considering.



After every two emails, an internal memo is sent to the deal owner, notifying them of which leads have been interacting with emails and providing a simple script the salesperson can use to follow up with those leads.

The true innovation lies in the perpetual functionality of this automation. It doesn't just sustain relationships with existing cold leads; it continuously enrolls new deals that have entered the "closed: lost" phase. Once created, the workflow becomes an enduring asset, tirelessly working in the background, perpetually benefiting the business without requiring additional time or energy.

More importantly, it automates engagement with the cold leads while they aren't ready to purchase, but helps sales team members re-engage when the leads begin to show renewed interest. This strategic use of automation allows deal owners to focus their time on leads when they need a personal touch and are most likely to convert.

Within the first 90 days of the campaign, we were able to re-engage several dormant accounts and are seeing open rates significantly higher than industry averages.

KPI's in the first 90 days:

5.75%

of recipients clicked on at least one link in the emails

24%

Average open rate

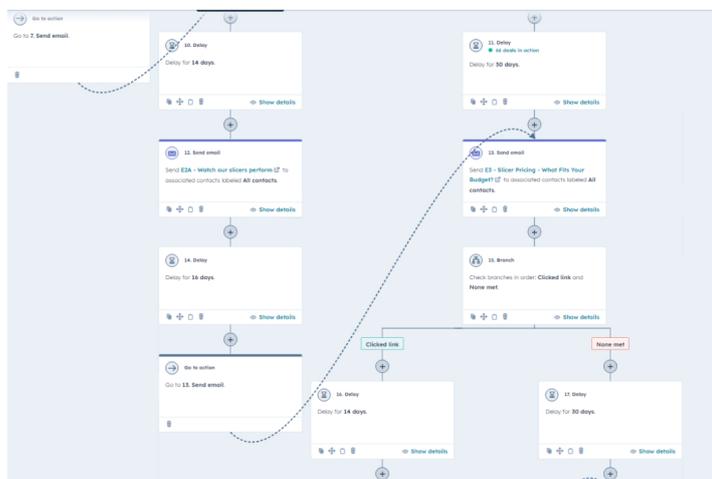
21.79%

Average CTR

99%

Email list retention rate.

Engagement with these emails is above the industry averages. More importantly, the business owner can rest easy, knowing they're continuing the relationship without spending the limited time available for human interactions. They are confident that when the lead begins to show renewed interest, the sales team will be ready to engage on a more personal level. They have a clear strategy for turning "not right now" into a closed sale when the opportunity appears.



Recipient engagement

Date Range: From 10/1/2023 to 11/28/2023

SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
183 4 Emails	26.23% 48 Opened	5.46% 10 Clicked	20.83% -

About Webstrategies

WebStrategies exist to improve the personal success of our clients, grow their business, and turn them into raving fans. We do this through data-driven digital marketing services that drive and convert online visitors into leads and sales for our clients.



14241 Midlothian Turnpike, Suite 306 Midlothian, VA 23113
info@webstrategiesinc.com | 804-200-4545

