



CONVERSOCIAL BUILDS A SALES FUNNEL WITH INBOUND MARKETING

Hubspot Increased Client Revenue By Over 50% In 8 Months

BACKGROUND:

Joshua Marsh founded Conversocial in 2009 to revolutionize customer service processes with a tool that manages social interactions. Their cloud-based platform helps organizations streamline engagement across a range of social networks and optimizes productivity for customer service teams.



INDUSTRY OVERVIEW:

Every day, Americans write [2.5 million negative comments](#) on social media. Unlike traditional customer service communication, this feedback is public and potentially viral. With each complaint, a company's brand reputation is at stake.

As organizations strive to keep up with the pace of change in digital communications and customer service, they adopt platforms that enable quick and consistent responses via social media. [With a 10% annual increase](#) in active social media users worldwide, the rate of continues to grow with an expanding consumer base

CHALLENGE:

Conversocial's inbound marketing strategy yielded 5% of their overall revenue before Hubspot. Their team struggled to tap into an expanding market with a sizably smaller budget than their competitors'. A lack of consistent strategy and clear processes left their team without a voice in the emerging online conversation on social customer service.

Conversocial's growth team needed a product and philosophy they could implement in a month, empowering each employee as a full-stack marketer while removing the complexities of an inbound workflow.



SOLUTION:

In the first stage of onboarding, Conversocial certified their sales and marketing teams in the Inbound methodology through HubSpot's certification program. Now inbound marketers, their team developed buyer personas that served as guideposts for a strong inbound marketing strategy.

Conversocial crafted and repurposed content that aligned with these buyer personas, attracting and nurturing new leads through the sales funnel. Simultaneously, they deepened their digital footprint with relevant SEO keywords and social amplification.

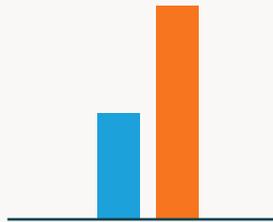
Their marketers analyzed data to understand the impact of their cumulative efforts on the bottom line. Empowered by transparent reporting, they adjusted their approach in real time to maximize their lead generation and nurturing.

RESULTS:

Conversocial's new inbound marketing strategy triggered a 50% increase in bottom-line revenue within 8 months of implementing Hubspot.



**10% Visitor-to-Lead
Conversion Rate**



**Increased Revenue
by 50%**



**Significantly Lower
Bounce Rates**



See how brands like Shopify, Care.com and TUI have used HubSpot
to grow their business

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BACKGROUND:

Merge Healthcare, an IBM Company, developed a software program that helps digital health companies manage data from clinical trials. Their platform makes it easy to adhere to strict and complex FDA reporting guidelines from the ideation of a product through long-term monitoring.



INDUSTRY OVERVIEW:

In 2016 alone, digital health startups received \$691 million in funding. Innovators are developing tools that decrease costs for providers and offer extra convenience for health care consumers. Both in the public and private sectors, there's an increasing emphasis on health data and wearable technology as the primary drivers of growth.

Although the digital health industry is valued at \$32 billion, McKinsey & Company expects that these solutions will unlock \$600 to \$800 billion in value worldwide. Specifically, analysts suggest that the e-clinical market will rise in worth to almost \$6 billion by 2020.

CHALLENGE:

Merge's marketing strategy relied heavily on inside sales reps who generated and qualified leads one by one. This approach focused the resources of their sales team on unqualified, cold leads and limited their revenue stream. After three years in the market, Merge couldn't scale their sales efforts without a strong digital presence.

Customer Success Stories

See how brands like Shopify, Care.com and TUI have used HubSpot
to grow their business

[READ MORE HERE](#)

SOLUTION:

Merge introduced an inbound marketing strategy to attract and qualify leads with great content. By segmenting their audience into two buyer personas — Clinical Caroline and Technical Ted — their team set a solid framework for a buyer’s journey that aligned with their ideal audience.

Market research indicated that both their buyer personas were concerned about the cost of clinical trials. Taking a cue from the research, their team crafted a polished e-guide, “10 Prudent Ways to Reduce the Cost of Clinical Trials” to serve as the backbone of a lead generation campaign. Through smart landing page forms, their marketers used the gated e-book to capture visitor data and facilitate long-term engagement in the sales funnel.

The team aligned the e-book with a corresponding webinar, email marketing campaign, and blog posts. They tailored each touch point to their buyer persona and appropriate stage of the funnel, implementing progression reports to track engaged leads. Working hand-in-hand with sales, Merge marketers nurtured strangers into customers, and eventually, brand promoters.

RESULTS:

Merge’s new inbound marketing strategy engaged 10x the average number qualified leads in the sales pipeline.



**1500+ Marketing
Qualified Leads**



**Hundreds Of Sales
Opportunities**



**Dozens Of New
Accounts**

“We went from having 10-15 MQL’s a month to 30-50 MQL’s a week.”

— Aaron Mazze, Former VP of Marketing at Merge Healthcare

NEXT STEPS:

Moving forward, Merge plans to use Hubspot’s platform to estimate the average cost per lead (CPL). With this data, their marketing team can maximize their resources, strengthen the sales funnel, and make the most of their inbound marketing strategy.