
Case Study

Revamping HubSpot and Google Ads to Drive a B2B Firm's Revenue

Challenges

Engagement to perform audits on HubSpot, Google Ads, and SEO

Our client, a B2B laser welding company, initially engaged with TribalVision to conduct a comprehensive audit of their HubSpot instance. The organization's presence in a number of different target markets, including medical, jewelry, and industrial, required sophisticated segmentation and automation within the HubSpot platform. Before engagement with TribalVision, the client's internal marketing team had not utilized Google Ads to its fullest extent either. So TribalVision also focused on improving the Google Ads efforts, in order to improve overall lead generation.



Approach

Increase sales profitability by improving the sales and marketing team's efficiency

Since the client had a small marketing team, they engaged with TribalVision to audit their HubSpot platform to identify opportunities to increase efficiency and help their sales team focus on only the hottest leads. During this time, we also reviewed their Google Ads account and SEO efforts to date and provided recommendations to optimize those platforms and campaigns.

Solutions

Better-utilizing marketing platforms and tactics to drive greater impact

To start, TribalVision focused mainly on deploying guerilla-style email marketing campaigns. With only a modest \$5,000 budget, through a combination of keyword tweaks and other account optimizations, our team was able to turn Google Ads into a valuable marketing channel. TribalVision also developed a “report card” to send to the firm’s CEO on a weekly basis to provide visibility into team productivity, lead to close times, etc. By doing so, this gave the CEO new opportunities to coach the team and identify opportunities for optimization. In addition to these efforts, TribalVision identified ways to leverage the HubSpot Sales Pro & Marketing Enterprise Hubs and fully take advantage of their subscriptions to these Hubs, all in effort to improve the effectiveness of marketing and sales activities and increase revenue. Some of the activities/tactics we implemented included:

- Pipeline segmentation and automations for a more measurable sales process.
- Expansion of automated outreach and subsequent lead qualification.
- Establish KPIs alongside advanced sales and channel reporting dashboards.



Results

Increases in revenue and team productivity

- Through our recommended Google paid search updates, we were able to increase revenue from paid search by \$180,000.
- After updating the firm's email marketing program, we were able to increase the client's open rate from 11.1% in 2019 to 16.8% in 2020.
 - Achieved through A/B subject line testing and advanced personalization
- After implementing the updates to their HubSpot instance, the client was able to exceed their 2020 revenue goal by 45%.



About TribalVision

As an outsourced marketing department for hire, TribalVision's mission is to help companies grow. This is achieved by combining intelligent strategy with tactical execution in a hands-on, results-driven manner. TribalVision utilizes its clients' marketing budgets as efficiently and intelligently as possible – ensuring that each dollar spent maximizes awareness and generates new business. TribalVision's unique marketing model is designed to fully align interests with client outcomes – guaranteeing an objective, client-first partnership. This is demonstrated in the firm's fee-based compensation structure, "roll up your sleeves" mindset, metrics-driven approach, and role as a trusted marketing resource tasked to help navigate organizations to higher grounds. To learn more about TribalVision, visit www.TribalVision.com.

