

MARKETING CASE STUDY

Impact of Inbound Marketing
at 6 Months & 24 Months

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THE OUTCOME

In 24 months, what do the numbers tell us?

THE RESULTS

When McHone Industries first approached us, they weren't seeing any results from their marketing efforts and their website wasn't producing any ROI.

After 6 months, here's what things looked like:

- **570%** increase in monthly traffic
- **410%** increase in new monthly traffic
- **59%** decrease in bounce rate
- **1,500%** increase in leads per month
- **600%** increase in sales qualified leads (SQLs)

THE RESULTS

The benefits of inbound are compounding, so we expected greater results after sticking with a strategy for 24 months.

After 2 years, here's their progress:

- **1,415%** increase in monthly traffic
- **1,730%** increase in new monthly traffic
- **75%** decrease in bounce rate
- **12,700%** increase in leads per month
- **13,200%** increase in sales qualified leads (SQLs)

THE STARTING POINT

McHone Industries is a small-to-mid-sized manufacturer located in Salamanca, New York. They've been in the metal manufacturing business since 1974 - starting with metal tubing production and bending, and eventually offering all sorts of design assistance, fabrications, finishings, and assemblies.

McHone Industries approached us with a problem most manufacturers face: **their website wasn't producing any ROI**. In fact, it wasn't producing much of anything at all. They were frustrated with the lack of results from this investment. They were struggling to find sales opportunities through traditional avenues.

Sound familiar?

McHone Industries certainly isn't the only manufacturer who struggles to see results from their website. For many, finding success online seems like an insurmountable obstacle, a hopeless endeavor.

That certainly isn't the case, as we will demonstrate in this case study.

Only 6 months into their inbound marketing journey, McHone is seeing business-changing results. With the right approach, you could be seeing these results as well.

How?

The results are great...but how did we get there?

STEP 1: AUDIT

We started by taking stock of what we had to work with: a frankly unimpressive six-page website (sorry, guys) and some very basic social media profiles.

They had no SEO or content strategy in place, offered nothing but a description of their products and services, and had only an RFQ/contact form to capture conversions.

Why are these things bad?

- An ongoing SEO and content strategy is what puts your website in front of prospects. If they can't find you in search engines and you offer no valuable information, you might as well have no website at all.
- Talking about your products and services is fine - *if* your website visitors are actively looking to make a purchase. The truth is, **99% of visitors *aren't* ready to purchase.** To capture them, you need to offer something more.
- That 99% isn't going to be enticed by an RFQ or contact form, because they're not ready to buy. You need to provide other avenues for them to convert so you can proactively nurture them towards a purchase.



STEP 2: STRATEGY

Before we did anything else, we had to build the foundation for an effective inbound strategy: **buyer personas** and the **buyer's journey**.

The key to a successful marketing strategy is **clearly identified buyer personas**. Your personas tell you who you're targeting, what they care about, why they need your product, and how to reach them at every stage of the buying process (aka the **buyer's journey**).

Inbound marketing is all about showing the **right content to the right people at the right time** - personas tell you how to do exactly that.

The buyer's journey describes your buyer's purchasing process, starting from **what triggers the need for your product** all the way up to the final purchasing decision. Understanding your persona's journey helps you provide exactly what they need, right when they need it..

In one survey, **61%** of buyers agreed that the winning vendor delivered a better mix of content for each stage of the purchase process. (**DemandGen**)

STEP 3: WEBSITE REDESIGN

After identifying personas and the journey, the next step was to **redesign the website**.

McHoneInd.com went from four minimalistic pages to a modern, information-rich lead generation machine. We added helpful content on their capabilities, and mapped out new conversion paths for visitors in different stages of the buying journey.

Step two was to **optimize the website**. Using up-to-date SEO best practices, we made the site easier for Google to analyze and index, and easier for human visitors to absorb. This includes identifying keywords, cleaning up the back end of the website, and adding CTAs, landing pages, and forms.

STEP 4: CONTENT

Step three was to **implement an ongoing content marketing strategy**. This meant coming up with valuable offers for not-ready-to-buy visitors; laying out a blogging strategy to facilitate link building, page indexing, and social sharing; and identifying the best ways to distribute content.

We laid out a plan to blog 1-2 times/week. This is the free content that prospects can use to identify and attempt to solve their problems. It's also the feeder content for SEO - more pages on the site covering a wide variety of topics means more chances to rank in Google and more chances to show up for relevant search queries. They now have an archive of almost 200 articles, which bring the majority of traffic to the site every month..

We also planned to create lead-generating premium content approximately once per quarter.

Content planning provides a guideline for creation and distribution, but is flexible based on McHone's needs and goals at any given time.

STEP 4: SOCIAL MEDIA

Step four was to get their **social media profiles updated and active**. Social media - including Facebook, Twitter, and LinkedIn - assists McHone in distributing content, networking with peers, and engaging directly with customers.

We help manage all social media accounts, track what competitors are posting, and keep a posting schedule so followers know McHone is active online.

STEP 5: MONITORING

Step five was (is) to **keep everything running smoothly** and provide **frequent analytics and reporting**. After everything was implemented, continuous tracking has been crucial for optimization.

We provide monthly reports on metrics, progress, and next steps. If we need to discuss anything else outside of these monthly meetings, we keep in contact via email or phone.

Our team is constantly reviewing the data to find ways to optimize the website, blog, social media, and more.

CONCLUSION

McHone Industries saw a **600% increase in SQLs** (sales-qualified leads) in a mere 6 months, and a **13,200% increase in SQLs** in 2 years.

Traffic, brand brand awareness...that matters, but having a healthy pipeline of SQLs to hand over to sales...that's what's really important!

Through a personalized inbound marketing strategy, they were quickly able to meet their ROI goals (and surpass them).

We expect to see this excellent progress continue far into the future.



A WORD FROM ARNOLD MCHONE, JR.

We are extremely pleased to note our complete satisfaction with the team at protocol 80. p80 started our company on an accelerated inbound marketing program. This included a new web site, videos, pictures, etc.

What I like about their approach is that the process is documented with milestones and measures. This establishes accountability and makes it easy to keep the project moving forward. p80 even went above and beyond their original scope and helped us prepare for our first trade show. This was invaluable and helped us have a successful show.

With all of the blogs, eBooks, and other efforts that promote a successful inbound marketing program, we have experienced exponential growth in leads and new customers from online sources. The cost associated with this inbound marketing program is insignificant compared to the return we've seen in only 6 months.

protocol 80 is a professional company run by a young, smart, and vibrant group of people. The communication and collaboration is unparalleled. I would recommend them, and have, to anyone who is trying to improve their online image and activity and - most importantly - looking for new customers.

Kind regards,
Arnold McHone, Jr.
President
McHone Industries, Inc.
www.McHoneInd.com



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[protocol 80](#) is an inbound marketing agency established in 2002, located in Bradford, PA.

We're a group of fun (and attractive) guys and gals who love helping businesses grow.

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