

3x Higher CTR and 5x Lower CPA Than B2B Ad Benchmarks



Quality and quantity of leads increased to
17 branches over a 6-month test period.



CHALLENGE

Historically, Brechtbuhler Scales relied on its road sales team to use cold emails, cold calling, and cold prospecting to generate sales leads. The goal of 50 Marketing's AIM REACH B2B Marketing Program was to use digital marketing to produce significant sales increases and leads for the 17 branches of the company.



Road sales team members were great at closing sales, but were not generating new leads or prospecting.



Brechtbuhler's sales team was focused on the two main categories of scales and were finding opportunities for accessory, add-on, SAAS, or rental sales.



The TAM (total addressable market) was not known and additional targets were not identified for contact by the sales team.



Competitors were identifying opportunities and showing up digitally where Brechtbuhler was not.

OPPORTUNITY

Develop test campaigns to determine the viability of digital transformation for Brechtbuhler Scales' 17 locations.



Define the TAM and understand the available market in core, accessory, add-on, and SAAS sales.



Develop messaging to activate buyer personas with personalized content.



Develop omnichannel campaigns, coupled with content marketing, search, and email campaigns at scale.



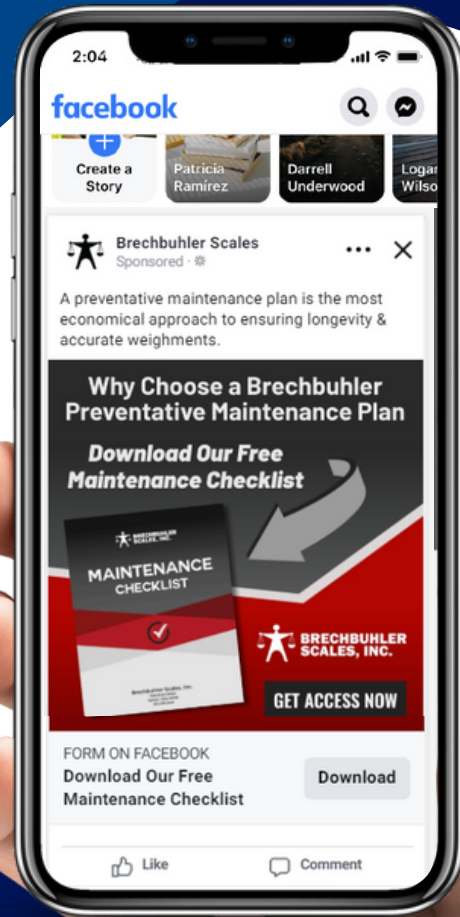
Saturate the TAM with branding, problem/solution messaging, and create leads for the sales team.

Brechtbuhler Scales Local SEO Optimization Program

Brechtbuhler Scales Local SEO optimization program increased place visits.

ACTION PLAN

- 1 Market Mapping:**
Market Mapping and Mining was completed to identify ideal clients for Brechtbuhler Scales in 17 territories. The process involved architecture, curation, enrichment, and optimization of potential customer lists.
- 2 Content Marketing:**
50 Marketing and Brechtbuhler Scales developed a content marketing plan for high-funnel attraction as well as low-funnel sales enablement. Brechtbuhler Scales and 50 Marketing were awarded a prestigious Davey Award for Manufacturing Website Design.
- 3 Omnichannel Campaigns:**
Omnichannel campaigns were developed and distributed to the Market Mapping and Mining lists. These campaigns are personalized by buyer persona and target market to ensure solutions messages are delivered to the buyer.



RESULTS

- 34%** higher CTR than industry average for industrial search
- 14x** higher CTR than industry average for B2B search
- 65%** less than industry average CPC on LinkedIn ad campaigns
- 55%** less CPM on LinkedIn Ad campaigns against industry average
- 5x** Cost per acquisition 5x lower than industry average
- 31%** Omnichannel composite CPC 31% below the industry average for B2B ad campaigns
- 3x** Omnichannel composite CTR 3x higher than the industry average