

Manufacturer's North American Distributor Increases Weekly Sales Leads by 5x



Tyres International, Ascenso Tires's North American distributor, increased sales leads using 50 Marketing's AIM REACH B2B Growth Marketing Program.



CHALLENGE

Tyres International operated a successful business which relied on traditional sales and marketing programs.



Sales growth was reliant on sales people in the field and was based on relationships.



Trade show expense frequency was not providing new leads or opportunities.



Trade show expense was no longer meeting CAC expectations or ROI requirements.



Recruitment of new industrial sales people was costly and time consuming.

OPPORTUNITY

Tyres International desired a new approach to increase digital maturity and utilize digital marketing to drive growth.



The development of new branding to communicate the quality, value, and price positioning of the company's products.



Definition of the Total Addressable Market needed to truly understand the market potential.



Development of marketing automation, content, branding, social selling, and omnichannel activation of the market.



Development of a demand generation motion to improve sales activity unavailable through traditional channels.

Tyres International Marketing Transformation

A selection of best-fit activities across content, demand gen, digital, social, and ABM marketing motions drove sales growth for Tyres International.

Digital Transformation Plan

The digital transformation focused on 3 basic areas:

- B2B sales growth of container customers
- B2B sales growth of LTL/Jobbers in segmented target markets
- B2B customer acquisition in new territories

1 Content Marketing

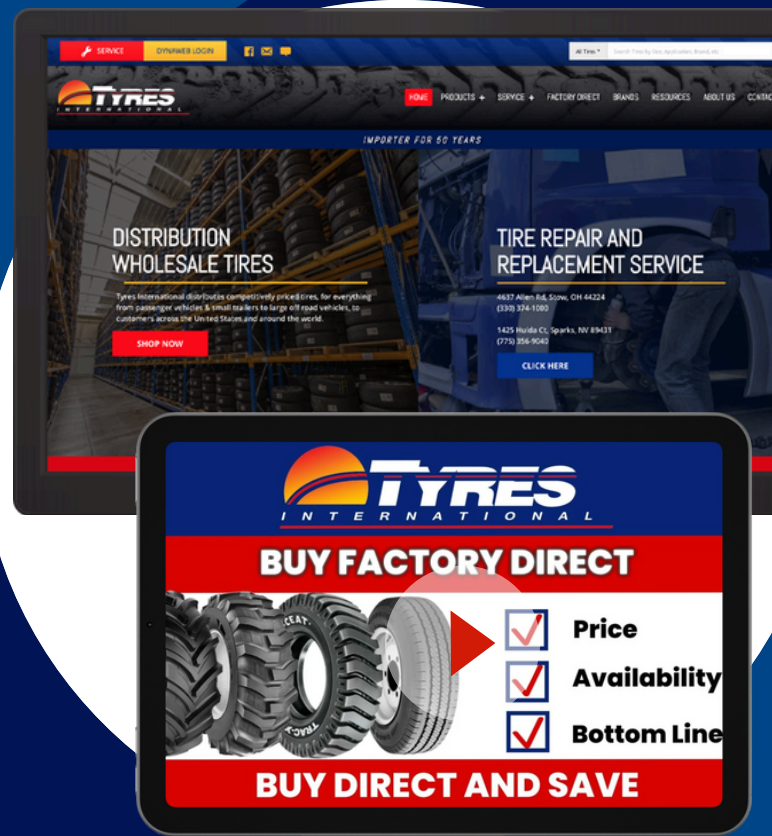
50 Marketing and Tyres International developed a content marketing plan for high-funnel attraction as well as low-funnel sales enablement.

2 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.

3 Marketing Automation

Marketing automation was incorporated to track leads. This plan included lead scoring, lead nurturing, and automated follow-up sequences.



RESULTS

5x increase in weekly sales inquiries

2.2x industry average engagement rate

46% below the industry average CPC

55% above the industry average email open rate

10x industry average conversion rate

