

MEDIA CASE STUDY:

Inbound Success Story: Federated Media

Media Company Drives Over \$300K in New Business Partnering with LeadG2

About Federatd Media

Federated Media is an independent family-owned multimedia company that offers top-quality products to customers. They proudly operate 12 radio stations and a digital marketing agency (Federated Digital Solutions) located in northern Indiana. They touch the lives of over 2.49 million people each week through all distribution channels. Their goal is to provide the highest quality form of information, entertainment, and advertising to listeners, viewers, advertisers, and employees in a way that is profitable for all.

Federated Media is made up of professionals that continue to strive to make the company “the best independent multi-media company in the world!” They invest hundreds of thousands of dollars in training for employees to help provide their advertisers and clients with excellent customer service, their listeners with the best local programming available, and their employees with the tools they need to help them further their careers in media.

For 20 years Federated Media has partnered with The Center for Sales Strategy focusing on hiring and training talent. Recognizing the need for a partner to help with their lead generation and sales enablement efforts, Federated Media reached out to LeadG2.

Challenges Faced

01

LAUNCHING A MARKETING INITIATIVE DURING A PANDEMIC

In 2020, at the beginning of the pandemic, Federated Media launched their inbound initiative and partnership with LeadG2. While transitioning to online and virtual selling, Federated Media faced many obstacles and still were able to find success with this program in year one.

02

WANTED TO DEVELOP THEIR SALES TEAM

Federated Media wanted to develop their sales team so they could further leverage a tailored inbound approach that would uncomplicate conversations and resonate with the advertiser’s specific needs and goals.

03

NEEDED AN EXPERIENCED PARTNER

The team at Federated Media realized they could not do inbound marketing and sales enablement on their own. These types of initiatives take a lot of time, effort, and expertise, and they needed an experienced partner to help launch this program and ensure it was successful.

“You have to have buy-in from sales team and sales management and in order to incorporate this into the sales process. You don’t have to start with comprehension but start with compliance and they will get it later once they see it in action.”

Deb Williams — General Manager Digital Sales

Working with LeadG2, Federated Media had specific objectives and goals they wanted to meet:

- ✓ Create and launch an effective and evergreen inbound marketing and sales enablement strategy.
- ✓ Generate sales qualified leads and new business revenue through both websites.
- ✓ Improve salespeople’s ability to establish trust and credibility earlier in the sales process and to sell smarter and faster, using valuable content and resources.
- ✓ Increase effectiveness in selling digital marketing in a competitive marketplace.
- ✓ Create and execute a content strategy for both Federated Media and Federated Digital Solutions that allows them to keep the brands separate but connected when applicable. This includes two separate domains for hosting landing pages and sending emails. As well as to keep analytics separate.

Together, LeadG2 and Federated Media took part in an inbound reboot training program with both markets (Fort Wayne and South Bend) and conducted a content brainstorming session with the sales team. A 12-month content calendar for both divisions was made to ensure the content was in-line with their valid business reasons, established by The Center for Sales Strategy.

LeadG2 assisted with the CRM setup on HubSpot so that both divisions could operate independently. LeadG2 also launched an inbound marketing strategy for both Federated Media and Federated Digital Solutions . Both strategies consisted of building a premium content library and blogs to help convert more referral traffic coming from their listener-facing station websites.

The teams continued to work together to build our sales enablement content and resources that would also support salespeople working with existing prospects – this was a key way to ensure marketing and sales is thoroughly aligned and supporting each other’s goals.

“Working with LeadG2, we’ve been able to have a better strategy at the front-end and take what used to be a cold call into a warm call because we have a more of a strategic approach to building trust with the client.”

Kathy Uebler — General Sales Manager



Result

From January 2021 to December 2021, Federated Media drove over \$300k in new business directly from these efforts and generated 259 sales qualified leads from all inbound marketing. 26% of those sales qualified leads became a customer in 2021!

“Inbound is not the same as marketing – it's different. It's a collaboration between whoever is running the inbound strategy and sales – if you don't have the collab, you will not achieve the desired results that you were hoping for. You have to get these people involved and launch it in a very cohesive way.”

Deb Williams — General Manager Digital Sales



300K In New
In New Business In
2021



543 Total Leads
(259 Were Sales
Qualified)



26% Of Sales Qualified
Leads Became a
Customer

“I can't imagine being a media company today and not having an inbound marketing program. It has established us as a marketing leader when it comes to media in both our markets.”

James Derby — Chief Strategy Officer