



MEDIA CASE STUDY:

Media Company Successfully Launches Multi-Market B2B Initiative

Meredith Corporation Generates Over \$1.6 Million in New Revenue In Year One With New B2B Websites and Strategic Inbound Marketing & Sales Enablement Program

About Meredith Corporation

Meredith Corporation is a publicly held media and marketing services company founded upon serving customers and committed to building value for shareholders. Meredith uses multiple distribution platforms — including broadcast television, print, digital, and video to provide consumers with the content they desire and to deliver the messages of its advertising and marketing partners. They have built businesses that serve well-defined audiences, deliver the messages of national and local advertisers, and extend their brand franchises and expertise to related markets.

While outbound sales tactics continue to be a critical and effective strategy for media companies, leadership at Meredith Corporation knew their continued success and growth depended on being innovative and forward-thinking. This initiative with LeadG2 focused on growing their local market B2B brands and creating online spaces for current and potential advertisers to learn and connect, like MeredithArizona.com featured in this case study.



Challenges Faced

01 NO LEAD GENERATION STRATEGY

Meredith has relied heavily on their salespeople to find and connect with potential prospects. They saw an opportunity to supplement the traditional outbound sales approach with a lead generation strategy.

02 SHORTAGE OF SALES ENABLEMENT CONTENT AND RESOURCES

The local TV Meredith markets needed more tailored resources that would help answer the variety of questions that advertisers have to help overcome pertinent objections that arise throughout the sales process.

03 OPPORTUNITY FOR A BIGGER AND BETTER B2B MARKETING PRESENCE

Meredith needed B2B websites where local business leaders and marketers could stay up to date on latest marketing news and trends, explore solutions offered by Meredith, and get in touch.

How LeadG2 Helped Meredith Corporation Sell Smarter and Faster

Meredith turned to LeadG2 to help them address many key opportunities, including building a B2B online presence for their local markets, attracting more and better sales qualified leads, and enabling their salespeople to have even smarter and faster conversations with prospects throughout the sales funnel.

Meredith's key objectives for this partnership included:

- To establish thought leadership at the market level and as a corporate brand for all things marketing and advertising.
- To build a lead generation funnel for each sales team to complement their outbound sales efforts.
- To increase new business revenue through inbound marketing and sales enablement.
- To help sellers sell smarter and faster; To increase sales velocity and sales conversions.

"For Meredith Arizona alone we've built over \$215,000 dollars from the leads that we're generating! Overall, this has been a great partnership that has affected our bottom line."

- Kristy Neick, Director of Sales

Here is a breakdown of the steps followed as part of this partnership:

Step 1) Discovery & GamePlan Creation

LeadG2 started with a thorough discovery and audit process that ended with an over-arching strategy that would be applied to each market. The plan was consistent from a corporate level but also fully customizable for each market to make their own. This process included surveying current advertisers to build up-to-date Target Persona Profiles for different types of buyers and mapping the top questions and objections that are heard in the sales process to align with the proposed content strategy.

Step 2) Utilize Top Marketing Automation & CMS (Website Hosting) Technology

HubSpot's robust Marketing Professional and CMS tools were utilized by LeadG2 to host each local B2B website and create opportunities for connecting with current and potential advertisers. LeadG2 built 12 unique, but brand-consistent, websites for each market utilizing lead generation and SEO best practices.

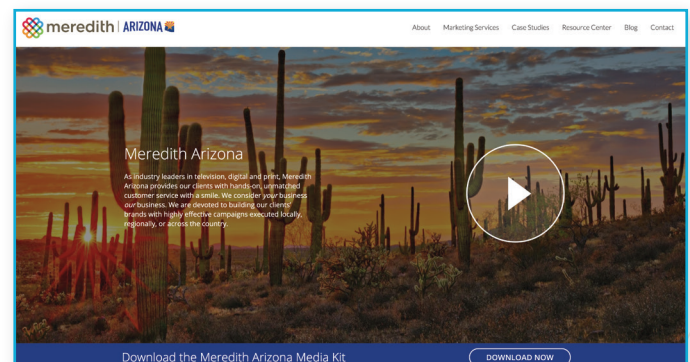
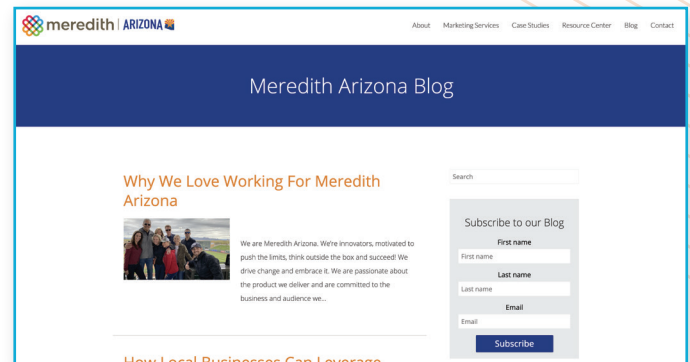
Being a Diamond HubSpot Partner, LeadG2 had the expertise to ensure Meredith was able to truly utilize the power of these tools across their sales organization.

Step 3) Unique Content & Campaign Strategy Implemented

A unique content strategy was created and implemented for each market based on key verticals, types of advertisers, market-specific trends, and sales process needs. The content strategies included consistent blogging and regular publishing of new premium content, including eBooks, guides, infographics, videos, case studies, and more. By answering the most common questions and objections that business and marketing leaders have in each market, the content has quickly become an invaluable resource in the sales process and attracted the attention of many potential advertisers that would otherwise possibly not have been found.

Step 4) Ensure Salespeople Are Set Up for Success with Lead Flow Plan

The critical step in any inbound marketing and lead generation strategy is to be sure that salespeople are set up for success when engaging with new website visitors and leads. A customized lead flow plan was created by the LeadG2 team and was rolled out individually to every market. This ensured best practices were followed and systems were clearly outlined for turning leads into opportunities and customers. Part of this process also included the creation of a detailed plan to “close the loop” and integrate with Meredith’s existing CRM.



A Consistent & Growing Return on Investment Delivered for Meredith Corporations

LeadG2 created an inbound marketing and sales enablement strategy for all 12 markets that consisted of a cohesive brand strategy for Meredith Corporation and allowed for localized B2B brands in every market.

Within the first year of all 12 markets being launched, Meredith was able to attribute at least \$1.6 million in new business revenue to this initiative. This includes 101 new pieces of business from over 1,200 new leads.

As an example, we can look to one of the more recently launched markets — Meredith Arizona.

The individual results seen for Meredith Arizona in their first six months from launch were equally impressive. In this time, they published 48 blog posts, 10 pieces of premium content, and 4 case studies.

From these content initiatives, there were over 200 new leads — 93 of which turned into opportunities and 20 of which turned into new clients.

At the direction of LeadG2, each local Meredith market has utilized their own advertising assets — TV and digital — to promote the inbound marketing campaigns and their new Meredith local brands. This has been a highly effective strategy for them and has increased the success of campaigns. Outbound advertising and inbound marketing are the perfect pair!



OVER \$215K
in new business revenue in the
first 6 months from launch (Meredith Arizona)



GENERATED OVER \$1.6M
IN NEW BUSINESS REVENUE
IN 1 YEAR (Meredith Corporation)



778 SALES QUALIFIED LEADS
60% of the leads were SQLs
(Meredith Corporation)



OVER 200 NEW LEADS
75% are SQLs
(Meredith Arizona)