



## MEDIA CASE STUDY:

# OVER \$500,000 IN NEW BUSINESS IN FIRST 18 MONTHS

How LeadG2 helped Zimmer Communications generate more qualified leads, shorten the sales process, and utilize sale enablement technology and tools.

## About Zimmer Communications

Zimmer Communications is a family-owned communications company with nine radio stations and various digital marketing services.

Prior to Zimmer working with LeadG2, they were already ahead of the competition by having an up-to-date, optimized B2B website where advertisers could learn more and contact them. However, quality traffic was not translating into qualified leads. Additionally, they needed to find ways to shorten and strengthen their existing sales process.



## Challenges Faced

### 01 MORE QUALIFIED LEADS

Zimmer wanted and needed more qualified leads in order to make a dent in their new revenue business.

### 02 LONG SALES CYCLE

Zimmer needed to find ways to shorten and strengthen their existing sales process.

### 03 EFFECTIVELY UTILIZING SALES ENABLEMENT TECHNOLOGY AND TOOLS

Zimmer wanted to enable their salespeople through the entire sales process

“We know that the majority of people are doing research online before ever calling or making a purchase. Having resources on our website that they can go to and learn about on their own time was huge for us.”

- Director of Sales, Carrie Berkbuegler

## How LeadG2 Helped Zimmer Through Targeted Inbound Marketing Campaigns

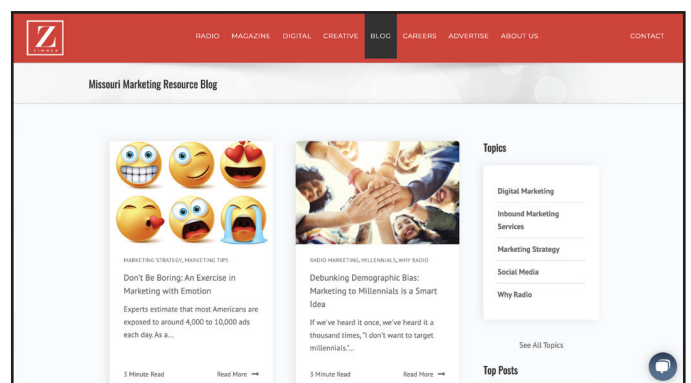
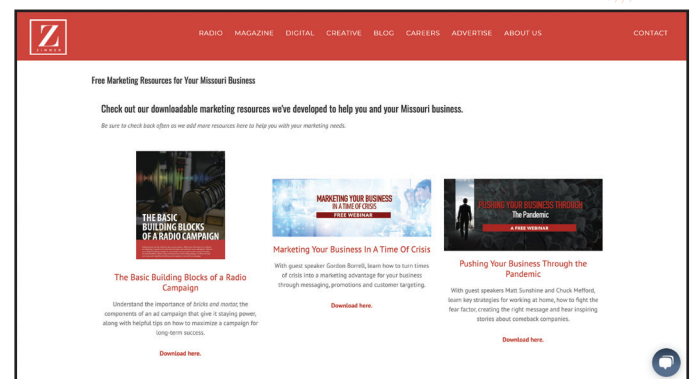
As a sales performance agency, LeadG2 has been helping businesses drive leads and new revenue with the use of inbound marketing and sales enablement tactics for years. With a proficient background working with the media industry, LeadG2 is familiar with the rapidly changing environment and the evolving B2B buyer's journey.

- The first step was utilizing the HubSpot all-in-one marketing automation platform. Integrating this tool with Zimmer's existing B2B website made it easier to create a blog and landing pages for lead generation. This also allowed Zimmer to have their entire database in one centralized location, while having access to tools for emails marketing, social publishing, forms, keyword tracking, reporting, database management, and much more.
- After surveying Zimmer's existing customers to create detailed Target Persona Profiles, we were able to develop a customized content strategy which included blog posts and premium content which would be gated for lead generation efforts.

**"What I like about LeadG2 is they're marketing consultants and they're salespeople. They help us with both. I love how easy it is to work with the team – it's so turnkey and I don't have to do that much at all."**

**- General Manager Zimmer Communications, Carla Leible**

Executing targeted inbound marketing campaigns, publishing high-quality content, and promoting new resources was the answer to the challenges Zimmer faced. By having an inbound marketing strategy and optimized website and blog, they had a plethora of resources and content that directly correlated to the different sales scenarios their salespeople faced on a daily basis. This shortened the sales cycle and enabled sellers to use resources throughout the entire sales process.



## Doing Better and Smarter Business<sup>®</sup> with Inbound Marketing

Zimmer started seeing leads come in immediately once they implemented an inbound marketing strategy. Leads steadily increased and became more qualified, but even more, they closed over \$500,000 in the first 18-months!

Positive feedback was instantly heard from partners and clients, but Account Managers also started to see the value in using these resources in sales communication as part of a robust sales enablement initiative.

"With our first blog, we started seeing leads come in immediately. And since we've been doing it, the leads that we get have been increasing and are more qualified."

- Director of Sales, Carrie Berkbuegler



OVER **\$500,000**  
IN NEW BUSINESS IN  
18 MONTHS



**16** NEW  
CLIENTS IN  
ONE YEAR



**362%** GROWTH  
IN LEADS GENERATED  
FROM THEIR WEBSITE



OVER **12,000**  
VIEWS TO BLOG  
POSTS ALONE