LEAD G2
by THE CENTER FOR SALES STRATEGY

Industry: Home Service (B2C & B2B)

Client: MrSteam

mrsteam.com

B2C/B2B CASE STUDY:
2,700 NEW LEADS GENERATED IN THE FIRST YEAR

How LeadG2 helped MrSteam generate 2,700 new leads in one year through a streamlined sales enablement and inbound marketing strategy.

About MrSteam

With over 100 years of experience in steam manufacturing, MrSteam is among the first to market steam shower systems for private residences. MrSteam products are recognized in some of the most prestigious homes in the world —as well as thousands of regular ones, too.

Prior to working with LeadG2, MrSteam had already discovered the benefits of inbound marketing and HubSpot. However, with a complex sales process and both B2C and B2B marketing strategies, they needed help taking business to the next level.

mr.steam®

Challenges Faced

01 INCREASE QUALIFIED LEADS

With B2B and B2C audiences, they needed a tailored content strategy that helped drive engagement across all personas.

02 COMPLEX SALES CYCLE

They needed to help their team better utilize automation and technology for different departments.

03 TAILORED MARKETING PLANS

They wanted to continue to grow their network of referrers and sellers.

"We had already started inbound marketing, but we really wanted to take it to the next level. LeadG2 came in, and that was our answer."

- VP of Marketing, Martha Orellana

Taking Inbound Marketing to the Next Level Through Partnership

More than just an inbound marketing and sales performance agency, LeadG2 is a true partner and extension of the clients we serve. Through services like inbound marketing consulting, strategy development, HubSpot set-up, content creation, social media management, sales training, and more, LeadG2 effectively helped MrSteam address and overcome all of their challenges.

- First, to improve reporting and close the loop to better track marketing ROI, LeadG2 created systems for greatly increasing the number of customers MrSteam had in the system through their warranty registrations and their contact forms.

- Next, MrSteam wanted help increasing qualified traffic to the website and blog, as well as increasing qualified leads, and further building out their B2B marketing to continue to grow their network of referrers and sellers. To do this, a revamped content strategy was implemented to include buyer personas and B2B marketing plans for unique segments. This process started with properly setting up segmentation, then creating unique strategies for each persona including blog content, premium content, and email marketing campaigns.

- To help different departments better utilize automation and technology, automated lead scoring and distribution was set-up and implemented. And many systems inside of HubSpot were set-up to keep their unique process organized.

"LeadG2 has helped us take our content strategy and refine it so we can attract he right leads, at the right time, distributed to the right sales partners, so we can increase our sales and market share."

- Marketing Manager, Sandy Pearce
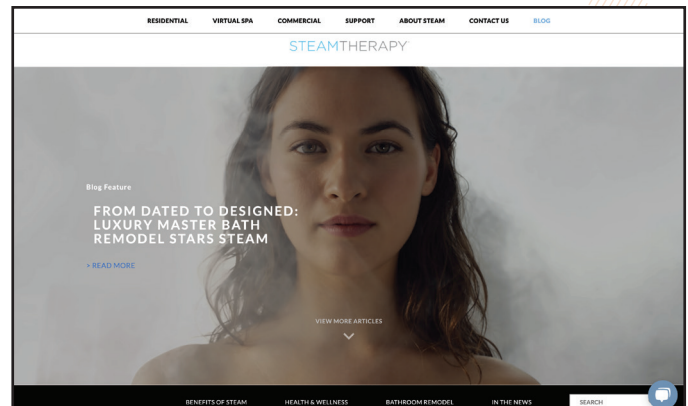
Increasing Sales and Market Share

Within a few months, MrSteam started seeing results from their partnership with LeadG2. One new piece of premium content (Dream Bathroom Remodel Guide) contributed to 52 new leads and an 8% conversion rate. Social efforts were also very positive as well in increasing qualified leads with an increase in organic traffic and engagement. Within a year, there were nearly 8,000 clicks from social posts, 3,400 interactions, 21 new contacts, and over 5,700 new website sessions.

Within one year, 2,700 new contacts were generated. This doesn't include potential customers who came back and took more action or existing customers/partners.

> "When business needs and strategies change, you've got to have a map, or you don't know where to go. LeadG2 kept us on track and on point to achieve our goals!"
>
> - Marketing Manager, Sandy Pearce

2,700 NEW CONTACTS
GENERATED IN ONE YEAR

203% INCREASE
IN ROI REPORTING EFFORTS

52 NEW LEADS
8% CONVERSION RATE
FROM 1 PIECES OF PREMIUM CONTENT

8,000 CLICKS,
3,400 INTERACTIONS, 21 NEW CONTACTS, AND OVER 5,700 NEW WEBSITE SESSIONS. FROM SOCIAL