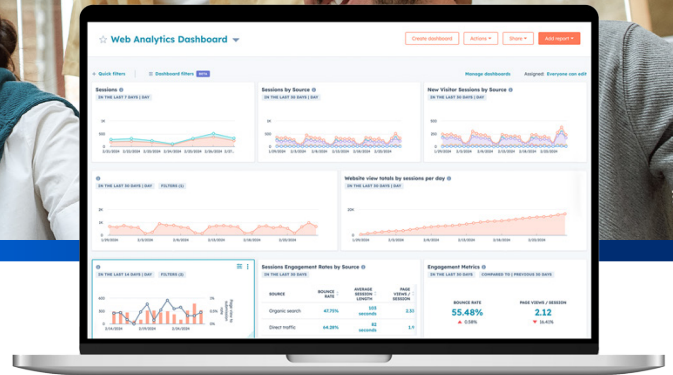




Client: Pixelle Specialty Solutions
Project: Paid Social and Inbound Lead Generation and Tracking



Digital Lead Generation and Tracking for Pixelle Specialty Solutions

DIGITAL MARKETING

PAID AND PPC LEAD TRACKING

Our Challenge

Pixelle Specialty Solutions, the largest and fastest-growing manufacturer of specialty papers in North America, recently launched a new website. To support growth goals and product lines, Pixelle implemented multi-channel paid social and paid search programs, driving prospects to landing pages and forms on the website. An inbound and content marketing program was also newly launched.

With so many new marketing programs, and with many of the programs supporting different products and product lines, Pixelle needed a way to track leads and engagements. Without that data, Pixelle couldn't identify the programs that were working, and which ones needed further support. Company leadership wanted to see the ROI of its efforts.

Our Solution

The HubSpot platform and CRM provided a single source for tracking and reporting on the marketing efforts. The GO2 Partners digital marketing team was able to connect HubSpot to each of the channels, allowing engagement data to be linked to a HubSpot contact. Where and how the contact converted ensured proper follow-up for the lead, as well as tracking and measurement of marketing efforts. Additional data linked to the contact provided further perspective on how the marketing content influenced the new contact.

A series of dashboards was built to provide easy access to this data and to review the status of the marketing initiatives. The Pixelle team could easily log in to HubSpot for reports and customize the dashboards to meet their needs.

Our Results

With reporting done through a single platform, the HubSpot CRM, Pixelle and the GO2 team could better manage and track progress of the new marketing initiatives. This allowed the team to optimize and refine the programs to improve results.

Early results of the new website and the digital marketing programs have been very promising for Pixelle:

- More than 50 product-specific leads in the first month.
- Segmented reporting is now directly attributable to PPC ads.

Even as Pixelle and GO2 continue to optimize the current marketing efforts, the team is planning for additional digital initiatives.

